

# THE FOUNDATIONS OF TOURIST AND RECREATION TRAVEL IN THE MARITIME PROVINCES

VOL. 3

**Demand Analysis**



**Regional  
Economic  
Expansion**

**Expansion  
Économique  
Régionale**

G  
155  
C3M1  
B3  
v.3

THE FOUNDATIONS OF TOURIST AND RECREATION TRAVEL

IN THE  
MARITIME PROVINCES

VOL. 3

Demand Analysis

Prepared for  
Department of Regional Economic Expansion  
Ottawa, Canada

By  
W. M. Baker  
Park, Recreation & Tourist Consultant  
62 Sloley Road  
Scarborough, Ontario

November 1972

## FOREWORD

The study is reported in three volumes as follows:

Volume 1. - Summary of Significant Demand and Supply Relationships Related to Tourist Development in the Maritime Provinces

Volume 2. - Some Significant Supply Patterns Relating to Recreation and Tourism in the Maritime Provinces

Volume 3. - Tourist and Recreation Demand Analysis for the Maritime Provinces

The timing of the completion of the study was such that data from the Canadian Travel Survey of 1971 was not available for inclusion.

Further inquiry or comment may be directed to C.S. Brown, Natural Resources Planning, Department of Regional Economic Expansion, 161 Laurier Ave., West, Ottawa, K1A 0M4.

CONTENTS

Page

INTRODUCTION

SECTION A.

OVERSEAS VISITOR AND EXPENDITURE PATTERNS

I.	INTRODUCTION .....	A-1
1.	Background Considerations .....	A-1
2.	The Format of the Analysis and Presentation .....	A-3
II.	SUMMARY OF THE RESULTS OF THE ANALYSIS .....	A-3
1.	Overall Volume Visitation - Table A-1.....	A-3
(a)	Initial Comment .....	A-3
(b)	Salient Features and their Implications .....	A-5
2.	Length of Stay in Person Days and Nights - Tables A-2 & A-3 .....	A-6
(a)	Initial Comment .....	A-6
(b)	Salient Features and their Implications .....	A-6
3.	Quarterly Distribution of Visitation - Table A-4 .....	A-9
(a)	Initial Comment .....	A-9
(b)	Salient Features and their Implications .....	A-9
4.	The Origin Area Pattern - Table A-5 .....	A-11
(a)	Initial Comment .....	A-11
(b)	Salient Features and their Implications .....	A-13
5.	Overseas Visitation by Purpose of Trip - Table A-6.....	A-13
(a)	Initial Comment .....	A-13
(b)	Salient Features and their Implications .....	A-13
6.	Expenditure Patterns for Overseas Visitors - Table A-7 ....	A-15
(a)	Initial Comment .....	A-15
(b)	Salient Features and their Implications .....	A-17

SECTION B.

TRAVEL PATTERNS IN EXTRA-REGIONAL CONTINENTAL MARKET AREAS  
 - ORIGIN AREA ANALYSIS -

I.	INTRODUCTION .....	B-1
II.	FORMAT OF THE ANALYSIS AND PRESENTATION .....	B-2

PART ONE

- AMERICAN ORIGIN AREA TRAVEL PATTERNS 1966 TO 1970 -

I.	INTRODUCTION .....	B-3
II.	SUMMARY OF THE RESULTS OF THE ANALYSIS.....	B-4
1.	Person Trips by Origin and Destination 1966 to 1970 - Table B1 .....	B-4
	(a) Initial Comment .....	B-4
	(b) Salient Features and their Implications .....	B-6
2.	Analysis of Source Studies for Table B1 - Tables B2 to B7....	B-9
3.	Person Trips with Destinations in the Northeast Census Geogra- phic Region by Purpose and Season 1967 - Table B8.....	B-9
	(a) Initial Comment .....	B-9
	(b) Salient Features and their Implications .....	B-9
4.	Trips with Destinations in the New England Census Region and the State of Maine by Purpose and Season 1966 - Table B9....	B-10
	(a) Initial Comment .....	B-10
	(b) Salient Features and their Implications .....	B-10
5.	Vacation Tripping by Americans in 1960 - Table B10.....	B-21
	(a) Initial Comment .....	B-21
	(b) Salient Features and their Implications .....	B-23
6.	Vacation Destination Patterns by Census Regions and Census Geographic Regions 1960 - Table B11 .....	B-24
	(a) Initial Comment .....	B-24
	(b) Salient Features and their Implications .....	B-24
7.	Vacation Trips by American Adults in 1967 - Table B12.....	B-26
	(a) Initial Comment .....	B-26
	(b) Salient Features and their Implications .....	B-26

	Page
8. Estimated Person Vacation Trips in 1967 with New England and Maine Destinations by Census Geographic Regions of Origin - Table B13 .....	B-28
(a) Initial Comment .....	B-28
(b) Salient Features and their Implications .....	B-28
9. Some Significant Income Relationships - Table B14 .....	B-30
(a) Initial Comment .....	B-30
(b) Salient Features and their Implications .....	B-30

PART TWO

- CANADIAN ORIGIN AREA TRAVEL PATTERNS

I. INTRODUCTION .....	B-33
II. SUMMARY OF THE RESULTS OF THE ANALYSIS .....	B-33
1. Person Interprovincial Trips in 1965-66 by Province of Origin - Table B15.....	B-33
(a) Initial Comment .....	B-34
(b) Salient Features and their Implications .....	B-34
2. Person Interprovincial Trips in 1965-66 by Province of Destination - Table B16 .....	B-36
(a) Initial Comment .....	B-36
(b) Salient Features and their Implications.....	B-36
3. Person Interprovincial Non-Business Trips 1965-66 - Table B17 .....	B-39
(a) Initial Comment .....	B-39
(b) Salient Features and their Implications .....	B-39
4. Percentage of Canadian Adults Taking Vacations and Vacation Trips - 1966 to 1970 - Table B18 .....	B-41
(a) Initial Comment .....	B-41
(b) Salient Features and their Implications .....	B-41
5. Average Length of Vacation Trips by Party Nights 1966 to 1970 - Table B19 .....	B-43
(a) Initial Comment .....	B-43
(b) Salient Features and their Implications .....	B-43

	Page
6. Seasonal Distribution of Holiday and Vacation Trip-Taking 1966 to 1970 - Table B20 .....	B-45
(a) Initial Comment .....	B-45
(b) Salient Features and their Implications .....	B-45
7. Canadian Adults Taking Vacations and Vacation Trips 1966 & 1970 - Table B21 .....	B-47
(a) Initial Comment .....	B-47
(b) Salient Features and their Implications .....	B-47
8. Origin Destination Patterns for Canadian Vacation Trips in 1970 - Tables B22, B23, B24 & B25.....	B-50
(a) Initial Comment .....	B-50
(b) Salient Features and their Implications .....	B-50
9. Reasons for Choosing the Atlantic Provinces as a Vacation Destination in 1970 - Table B26 .....	B-57
(a) Initial Comment .....	B-57
(b) Salient Features and their Implications .....	B-57
10. Canadian Adults Taking One, Two or More Vacation Trips 1969 and 1970 - Table B27 .....	B-59
(a) Initial Comment .....	B-59
(b) Salient Features and their Implications .....	B-59

SECTION C.

TRAVEL PATTERNS TO AND WITHIN THE MARITIME PROVINCES  
- DESTINATION AREA ANALYSIS -

I. INTRODUCTION .....	C-1
II. FORMAT OF THE ANALYSIS AND PRESENTATION .....	C-5
III. SUMMARY OF THE RESULTS OF THE ANALYSIS .....	C-7
1. Party and Person Volume Visitation to Individual Provinces During the Entire Summer Season, Commuting and Time of Exiting - Tables C-1, C-2 & C-3 .....	C-7
(a) Initial Comment .....	C-7
(b) Salient Features and Their Implications .....	C-7

	Page
2. Seasonal Person and Party Volume Visitation - Tables C-4, C-5 & C-6 .....	C-13
(a) Initial Comment .....	C-13
(b) Salient Features and Their Implications .....	C-17
3. Origin Area and Length of Stay Patterns - Tables C-7 to C-21 inclusive .....	C-19
(a) Initial Comment .....	C-19
(b) Salient Features and Their Implications .....	C-36
4. Entry and Exit Patterns and Travel Foci - Tables C-22, C-23, C-24 & C-25 .....	C-49
(a) Initial Comment .....	C-49
(b) Salient Features and Their Implications .....	C-49
5. Trip Purpose and Activity Participation - Tables C-26, C-27 & C-28 .....	C-60
(a) Initial Comment .....	C-60
(b) Salient Features and Their Implications .....	C-60
6. Party Nights by Trip Purpose and Accommodation Use - Tables C-29 to C-38 .....	C-66
(a) Initial Comment .....	C-66
(b) Salient Features and Their Implications .....	C-77
7. Composition, Income and Occupation Patterns for Respondent Parties - Tables C-39 to C-42 .....	C-82
(a) Initial Comment .....	C-82
(b) Salient Features and Their Implications .....	C-82
8. Major and Minor Expenditures by Province during the Entire and Main Seasons, and Division of Trip Purpose - Tables C-43 & C-44 .....	C-90
(a) Initial Comment .....	C-90
(b) Salient Features and Their Implications .....	C-93
9. Expenditures in the Entire and Main Seasons by Commodity Type and National Party Origin - Tables C-45 to C-49 .....	C-95
(a) Initial Comment .....	C-95
(b) Salient Features and Their Implications .....	C-95



---

	Page
10. Measures of the Economic Impact of Tourist and Recreation Expenditures - Tables C-50 & C-51 .....	C-103
(a) Initial Comment .....	C-103
(b) Salient Features and Their Implications .....	C-103
11. Travel and Expenditure Patterns by Residents of the Maritime Provinces to Destinations within Provincial Boundaries 1966 to 1971 - Tables C-52 & C-53 .....	C-107
(a) Initial Comment .....	C-107
(b) Salient Features and Their Implications .....	C-107

\* \* \* \*

LIST OF TABLES

<u>TABLE</u> - Section A.	Page
A-1 Travellers To Canada From Overseas Countries Classified By Region Or Province Of Destination 1966 To 1970 .....	A-4
A-2 Length Of Stay In Person Days For Overseas Visitors To Canada And Atlantic Provinces 1966, 1969 & 1970 .....	A-7
A-3 Length Of Stay In Person-Nights For Overseas Visitors To Canada And The Atlantic Provinces 1966, 1969 & 1970 .....	A-8
A-4 Arrival Of Overseas Travellers To Canada And The Atlantic Provinces By Quarter 1966 And 1970 .....	A-10
A-5 Origin Of Overseas Visitors To Canada And The Atlantic Provinces 1966 To 1970 .....	A-12
A-6 Overseas Visitors To The Atlantic Provinces By Purpose Of Travel .....	A-14
A-7 Expenditures By Overseas Visitors To Canada Classified By Region Or Province of Destination 1966 To 1970 .....	A-16

TABLE - Section B.

B1 Origin And Destination Patterns For Person Trips By American Adults .....	B-5
B2 Person Trips Of 100 Miles Or More Away From Home For All Purposes By American Adults In 1966 With New England And State Of Maine Destinations .....	B-10
B3 Origin And Destination Patterns For Person Trips By Americans 1967 .....	B-11
B4 Patterns For Trips Of 100 Miles Or More Away From Home For All Purposes And All Modes Of Transportation By American Adults In 1966 .....	B-12
B5 American Adults 18 Years And Over Taking One Or More Trips Of 100 Miles One-Way Travel Distance To Destinations In The U. S. A. In 1970 For All Purposes And By All Modes Of Transportation By Census Geographic Regions Of Origin .....	B-13
B6 Travelling Males And Females By Household Income Groupings..	B-14
B7 Person Trips Of 100 Miles One-Way Travel To Destinations In The U. S. A. By All Modes Of Transport By American Adults 18 Years And Over In 1970 By Nielsen Geographic Regions .....	B-15

TABLE - Section B. (cont'd.)

	Page
B8	Person Trips With Destinations In Northeast Census Geographic Region In 1967 By Purpose And Season ..... B-16
B9	Trips With Destinations In The New England Census Region And The State Of Maine By Purpose And Season ..... B-19
B10	Person Vacation And Vacation Trip Patterns By Americans In 1960 ..... B-22
B11	Vacation Destination Patterns By Census Regions And Census Geographic Regions 1960 ..... B-25
B12	Vacation Trips By American Adults In 1967 ..... B-27
B13	Estimated Person Vacation Trips In 1967 With New England Destinations By Census Geographic Region Of Origin ..... B-29
B14	Some Income Relationships ..... B-31
B15	Person Interprovincial Trips Of 100 Miles Or More Travel Distance From Home By Canadians In 1965-66 By Province Of Origin ..... B-35
B16	Person Interprovincial Trips Of 100 Miles Or More Travel Distance From Home By Canadians In 1965-66 By Province Of Destination ..... B-37
B17	Origin Destination Pattern For Person Interprovincial Non-Business Trips (All Or Part Vacation Or Not Part of Vacation) By Canadians In 1965-66 ..... B-40
B18	Percentage Of Canadian Adults Taking Vacations And Vacation Trips 1966 To 1970 ..... B-42
B19	Average Length Of Vacation Trips By Party Nights Away From Home 1966 To 1970 ..... B-44
B20	Seasonal Distribution Of Holiday And Vacation Trip-Taking By Canadian Adults 1966 To 1970 ..... B-46
B21	Person Vacations And Vacation Tripping By Canadian Adults By Province Of Origin 1966 To 1970 ..... B-48
B22	Party Vacation Trips By Canadian Adults In 1970 By Province Of Origin And Destination ..... B-51
B23	Person Vacation Trips By Canadian Adults In 1970 By Province Of Origin And Destination ..... B-52
B24	Party Vacation Trips By Canadian Adults In 1970 To Destinations In Canada By Province Of Origin ..... B-53

TABLE - Section B. (cont'd.)

	Page
B25	Vacation Trips By Canadians To Destinations In The Atlantic Provinces In 1970 ..... B-54
B26	Main Reason For Choosing Atlantic Provinces As A Vacation Destination In 1970 ..... B-58
B27	Canadian Adults Taking One, Two, Or More Vacation Trips 1969 & 1970 ..... B-60

TABLE - Section C.

C 1	Total Party And Person Volume Visitation To The Maritime Provinces In 1971 Entire Season (May 15 - Oct 31) ..... C-8
C 2	Parties Exiting The Maritime Provinces By Type - Entire Season 1971 ..... C-9
C 3	Time Of Exiting - Entire Season ..... C-10
C 4	Party Volume Visitation By Automobile To Individual Maritime Provinces In 1971 By Season & Trip Length Categories ..... C-14
C 5	Tourist Party And Person Volume Visitation To The Maritime Provinces In Main 1971 Season (June 15 - Sept 15) ..... C-15
C 6	Monthly Census Of Motor Cars Entering Nova Scotia 1966 To 1971 (Includes All Purposes Of Travel) ..... C-16
C 7	Origin Of Parties Exiting The Maritime Provinces Entire Season (May 15 - Oct. 31) In 1971 - All Purposes and Types Of Travel .. C-20
C 8	Origin Of Automobile Parties Entering Nova Scotia ..... C-21
C 9	Origin Of Parties Exiting Nova Scotia During Entire Season (April 15 - Oct. 31) By Origin Area And Length Of Stay ..... C-22
C 10	Origin Of Parties Exiting New Brunswick During Entire Season (May 15 - Oct. 31) By Origin Area And Length Of Stay ..... C-23
C 11	Origin Of Parties Exiting Prince Edward Island During Entire Season (May 15 - Oct. 31) By Origin Area And Length Of Stay .. C-24
C 12	Origin Of Parties Exiting Nova Scotia During The Main Season (June 15 - Sept. 15) By Origin Area And Length Of Stay ..... C-25
C 13	Origin Of Parties Exiting New Brunswick During Main Season (June 15 - Sept. 15) By Origin Area And Length Of Stay ..... C-26

C 14	Origin Of Parties Exiting Prince Edward Island During Main Season (June 15 - Sept. 15) By Origin Area And Length Of Stay .....	C-27
C 15	Origin Of Parties Exiting The Maritime Provinces During Main Season (June 15 - Sept. 15) 1971, All Purposes of Travel Exclusive Of Commuting .....	C-28
C 16	Origin Of Parties Exiting Nova Scotia During Extended Season (May 15 - June 14 and Sept. 16 - Oct. 31) By Origin Area And Length of Stay.....	C-29
C 17	Origin Of Parties Exiting New Brunswick During Extended Season (May 15 - June 14 and Sept. 16 - Oct. 31) By Origin Area And Length Of Stay .....	C-30
C 18	Origin Of Parties Exiting Prince Edward Island During Extended Season (May 15 - June 14 and Sept. 16 - Oct. 31) By Origin Area And Length Of Stay .....	C-31
C 19	Origin Area Of Camper Parties In National Parks In The Maritime Provinces In 1970 (Sample Only) .....	C-32
C 20	Provincial Campground Attendance In Nova Scotia 1966, 1970 & 1971 .....	C-33
C 21	Origin Of Tourist Parties Visiting The Maritime Provinces During The Main, Extended And Entire Seasons .....	C-34
C 22	Parties By Point Of Entry And Exit 1971 .....	C-50
C 23	Automobile Traffic By Point Of Entry 1966, 1970 & 1971 - Nova Scotia (Includes All Purposes Of Travel).....	C-51
C 24	The Regional Focus Of Tourist Visitation .....	C-52
C 25	Main Destination Of American Parties Exiting At Nova Scotia Border Points During Entire Season .....	C-53
C 26	Purpose Of Trips To The Maritime Provinces Entire Season 1971 .....	C-61
C 27	Main Purpose Of Trips By Tourist Parties To Nova Scotia, New Brunswick And Prince Edward Island In The Main Season (June 15 - Sept. 15) 1971 .....	C-62
C 28	Activity Participation, Expectation And Realization By Respondent Parties .....	C-63
C 29	Party And Person Nights In The Maritime Provinces 1971 ...	C-67

<u>TABLE</u>	- Section C. (cont'd.)	Page
C 30	Party Nights In Maritime Provinces By Accommodation Type And Trip Purpose - Entire Season 1971 .....	C-68
C 31	Party Nights In Nova Scotia By Accommodation Type And Trip Purpose - Entire Season 1971 .....	C-69
C 32	Party Nights Spent In New Brunswick By Accommodation Type And Trip Purpose - Entire Season 1971 .....	C-70
C 33	Party Nights In Prince Edward Island By Accommodation Type And Trip Purpose - Entire Season 1971 .....	C-71
C 34	Accommodation Usage In The Maritime Provinces, 1971 .....	C-72
C 35	Accommodation Usage By Tourists In The Main Season In The Maritime Provinces , 1971 - Nova Scotia .....	C-73
C 36	Accommodation Usage By Tourists In The Main Season In The Maritime Provinces, 1971 - New Brunswick .....	C-74
C 37	Accommodation Usage By Tourists In The Main Season In The Maritime Provinces, 1971 - P. E. I. ....	C-75
C 38	Accommodation Usage For The Extended Season (May 15 to Oct. 31) By Province And Region .....	C-76
C 39	Party Composition For Respondent Parties - Entire Season.1971 .....	C-83
C 40	Party Composition For Respondent Tourist Parties In The Main Season 1971 .....	C-84
C 41	Income Of Chief Earner In Respondent Parties - Entire Season .....	C-85
C 42	Occupation Of Chief Earner In Respondent Parties - Entire Season .....	C-86
C 43	Major And Minor Expenditures By Province For Entire And Main Tourist Season 1971 .....	C-91
C 44	Minor Expenditures By Trip Purpose, Entire Season, 1971 ..	C-92
C 45	Major & Minor Expenditure & Division Of Minor Expenditures By Commodity Categories By Province & Maritime Region For Entire Season (May 15 - Oct. 31) 1971 .....	C-96
C 46	Major And Minor Expenditures By American And Canadian Tourists In The Main Season (June 15 - Sept. 15) By Province & Division Of Minor Expenditures By Commodity Categories ...	C-97
C 47	Major And Minor Expenditures By Tourists And Division Of Minor Expenditures By Commodity Categories For Main Season (June 15 - Sept. 15) 1971 - Nova Scotia .....	C-98

<u>TABLE</u>	- Section C. (cont'd.)	Page
C 48	Major And Minor Expenditures By Tourists & Division Of Minor Expenditures By Commodity Classes For Main Season (June 15 - Sept. 15), 1971 - New Brunswick .....	C-99
C 49	Major And Minor Expenditures By Canadian And American Tourists & Division Of Minor Expenditures By Commodity Classes For Main Season (June 15 - Sept. 15), 1971 - Prince Edward Island .....	C-100
C 50	Direct And Total Household Income From Tourist & Recreation Expenditures In The Maritime Provinces In 1971 Exclusive Of Government Revenue Created & Its Effects ....	C-104
C 51	Government Revenue Created By Tourist Spending In The Maritime Provinces In 1971 .....	C-105
C 52	Travel And Expenditure Patterns By Residents Of The Maritime Provinces To Destinations Within Provincial Boundaries 1966-1971 .....	C-108
C 53	Estimated Commercial Accommodation Usage By Residents Of The Maritime Province In Establishments Within Their Own Province 1966-1971 .....	C-109

MAP - In Pocket of Report

MARITIME PROVINCES RECREATION DEMAND - Percentage values proportional to total of three provinces, Distribution of person-nights by tourist zone.

## INTRODUCTION

The identification and analysis of the salient features of tourist and recreational travel and expenditure in the Maritime Provinces represent the primary objective of this report.

Section A is focused exclusively upon Overseas Travel to the region. The data that are drawn entirely from the publications of Statistics Canada are presented in terms of person trips, which is the unit of measurement employed by this agency. No precise information is available to convert person to party trips, but it is felt that the true value probably lies somewhere between 1.25 and 1.30. Since the quantities involved are small in relation to total travel to the Maritime Provinces, any error resulting from the use of values in this order will be of minimum significance.

Section B is centred upon an examination of travel patterns in the major origin areas of the extra-regional North American market of the Maritime Provinces. In Part One of this origin area analysis the situation in the American market areas is reviewed, while Part Two is centred upon Canadian patterns.

In Section C, which can be termed destination area analysis, travel and expenditure patterns associated with visitation to the Maritime Provinces by Canadian and American parties living outside the region, together with effects of the movement of regional residents across provincial boundaries, are examined. The section concludes with an estimate of maritime resident travel to destinations within their province of domicile, and their related expenditures.

All major source documents related to market analysis for the Maritime Provinces have been employed in this study, but only



a portion of the information contained therein is presented in the tables compiled in this volume. The identification of values of major significance to the Department of Regional Economic Expansion in the decision-making process for investment in the tourist and recreation sector was the basic determinant for data selection. It is important to recognize this limitation for information of significance in the solution of particular problems that may arise in the future, unquestionably will be found in the source documents.

SECTION A.

OVERSEAS VISITOR AND EXPENDITURE PATTERNS

## I. INTRODUCTION

### 1. Background Considerations

Visitation and expenditure patterns generated by all foreign residents, excluding Americans, represent the subject coverage of this portion of the demand study. Residents of Central America and Caribbean countries are encompassed within the analysis.

As a general rule, direct and indirect person entries are included within the statistical coverage. Prior to 1966, data published by the former Dominion Bureau of Statistics were related exclusively to direct entries to Canada, that is, to persons who came directly to this country from overseas. In 1966, total visitation and expenditure patterns were given for direct and indirect entries combined, that is for those people who came directly to Canada and for those who arrived via the United States. Frequently values were given separately for these groups or could be derived by manipulation of data contained in various tables. Some information, however, was presented only in relation to direct entries as will be noted subsequently. From 1966 to 1970 information has been given for direct and indirect entries combined, and there is no possibility of distinguishing the individual position of these groupings.

In terms of the objectives of this study it is of major consequence to determine values for 1966<sup>as</sup> precisely as possible. Unfortunately this is an extremely difficult task in the case of overseas visitors as will become apparent from an examination of the tables and text presented subsequently. Statistics of reasonable reliability frequently can be derived for the Atlantic Provinces, but a degree of uneasiness will be undoubtedly left with the reader in certain situations. Varying degrees of confidence may be placed in the data presented for the base year 1966, and values often should be considered as working approximations intended to meet the specific needs of this study.

The geographical detail of the statistics related to overseas visitation to Canada is such that only a single value is presented for the Atlantic Provinces. In effect, there is no breakdown of information by provinces within this region, and no clue is available to provide a guide for such a procedure with the possible exception of resident population scale. Fortunately it is probable that the proportional correspondence is a reasonable reflection of reality in this instance.

The aforementioned limitations with respect to derivation of values for 1966 and the grouping of information in terms of the Atlantic Provinces will not unduly detract from the values of the overall market analysis. This becomes abundantly clear when the scale of the values involved is compared with that associated with visitation by residents of the United States and other parts of Canada.

The discussion that follows rests entirely upon an examination of overseas person-visitor patterns and expenditures in Canada, and the Atlantic Provinces in particular. The data base is almost exclusively that available in the publication of Statistics Canada entitled "Travel Between Canada And Other Countries."

A considerable amount of information with respect to the overall travel patterns of the residents of the countries and regions from which the overseas visitors originate has been made available as a result of a series of studies completed in recent years for the Canadian Government Travel Bureau, and by various other agencies including the International Union of Travel Organizations, the American Society of Travel Agents and the OECD. An analysis of the data sources, however, was not undertaken in this study since the scale of the visitation and expenditure by overseas visitor in the Atlantic Provinces, together with the scattered and imprecise nature of much of the source data involved time and cost requirements that were not commensurate with the values likely to be obtained in relation to the objectives of this study. The position in this case is entirely opposite to that which pertains with respect to the travel patterns of Americans and Canadians residing in major market origin areas.

## 2. The Format of the Analysis and Presentation

Initially person-volume visitation is examined with the primary objective being the derivation of firm totals for the Atlantic Provinces for the years 1966 to 1970. Additional information is presented to provide some insight into trends and geographical patterns that will prove useful in subsequent discussion and analysis.

Total volume visitation is then examined in relation to a number of factors traditionally considered to be of significance in market analysis, including origin area, time of arrival, purpose of trip and length of stay. Information in this case is usually presented only for the years 1966 and 1970, which is considered sufficient for the purposes of the study.

Expenditures by Overseas Visitors are then examined in relation to trip purpose for the years 1966 to 1970. No attempt is made to evaluate relationships between expenditure patterns and the various facets of demand analysis probed in the case of volume visitation. Frequently the available data base is not sufficient for such a procedure. In others the laborious and subjective nature of the calculations involved suggests that benefits would not be commensurate with effort expended.

In the summary of the results of the analysis that follows seven tables are presented. The most significant features of each table and their implications in relation to the objectives of this study are summarized in point form. At times some introductory comment is presented to facilitate the interpretation of the statistical values shown in a table.

## II. SUMMARY OF THE RESULTS OF THE ANALYSIS

### 1. Overall Volume Visitation - Table A-1

#### (a) Initial Comment

While the statistical limitations of data are explained in the footnote references some critical aspects require repetition.

TABLE A-1

TRAVELLERS TO CANADA FROM OVERSEAS COUNTRIES CLASSIFIED BY REGION OR PROVINCE OF DESTINATION 1966 TO 1970<sup>1/</sup>  
 (Includes Direct and Indirect Entries, and All Modes and Purposes of Travel, Exclusive of Immigration)

A-4

Region or Province of Destination	1966 <sup>2/</sup>				1967 <sup>3/</sup>				1968				1969				1970			
	Total No. (000)	%	Index For Total No.	% <sup>4/</sup> Long Term Travellers	Total No. (000)	%	Index For Total No.	% <sup>4/</sup> Long Term Travellers	Total No. (000)	%	Index For Total No.	% <sup>4/</sup> Long Term Travellers	Total No. (000)	%	Index For Total No.	% <sup>4/</sup> Long Term Travellers	Total No. (000)	%	Index For Total No.	% <sup>4/</sup> Long Term Travellers
Atlantic Prov.	7.4	1.8	100		2.4	0.4	32		9.7	2.7	131		12.3	2.7	166	2.0	14.2	2.6	192	1.7
Quebec	101.5	24.7	100		331.7	56.2	327		122.9	33.9	121		144.6	31.2	142	4.2	165.2	30.9	163	4.4
Ontario	138.0	33.6	100		146.4	24.8	106		162.2	44.8	117		209.8	45.3	152	3.4	248.7	46.5	180	3.7
Prairie Prov.	57.9	14.1			64.9	11.0			22.6	6.2			31.0	6.7		3.1	36.1	6.7		2.5
B.C./Yukon/N.W.T.	106.0	25.8			44.9	7.6			45.0	12.4			65.5	14.1		3.6	71.3	13.3		3.7
CANADA	410.8	100.0	100	3.1	590.3	100.0	144	3.7	362.4	100.0	88	3.7	463.2	100.0	113	3.6	535.5	100.0	130	3.8

1/ Based on Travel Between Canada And Other Countries, 1966 to 1970 - Statistics Canada, Cat. No. 66-201. In these publications, statistics for the Atlantic Region are not broken down by provinces.

2/ In 1966, the base document contains values for destinations only for direct entries. These were applied to the total for direct and indirect entries combined. The procedure does not appear to have created any substantial error in the case of the Atlantic Provinces. The resultant values are unreliable for other provinces, hence totals, percentages and index values for Quebec and Ontario must be treated with caution.

3/ Expo 1967 resulted in abnormal conditions and should not be included in trend analysis.

4/ Indicates percentage of overseas visitors relative to the combined total of American visitors staying one or more nights and overseas visitors.

In many instances, values for 1966 are approximations of magnitude derived on the basis of the manipulation of information contained in the source documents rather than statistical quantities taken directly from them. In the case of the Atlantic Provinces, however, these derived values are considered to be of sufficient accuracy to meet the needs of this study.

It is important to note that both direct and indirect person entries are represented in values shown in Table A-1. Moreover, travel for all purposes, except immigration, and by all modes of conveyance is included.

(b) Salient Features and their Implications.

- (i) Past and present visitation to the study area by overseas visitors has been modest in scale. Overseas person travellers with primary destinations in the Atlantic Provinces totalled 7,400 in 1966, and 14,200 in 1970.
- (ii) The Atlantic Provinces appear to be among the least attractive of the regions of Canada for overseas visitors. They were the primary destination of 1.8% of the overseas visitors to this country in 1966 and 2.6% in 1970. In comparison they contained 9.9% of the population in 1966 and 9.4% in 1970.
- (iii) The significance of overseas visitation relative to total tourist visitation from foreign countries is less in the study area than in any other part of Canada as indicated by the percentage of overseas visitors to "long term travellers" that includes both Americans staying one or more nights and the overseas traveller. For Canada as a whole the value was about 3.1% in 1966 and 3.8% in 1970, which represents a condition approximating stability over the five year time span. Similar values for the Atlantic Provinces for 1969 and 1970 were 2.0 and 1.7 percent respectively. The value of 1.7% for 1970 is the lowest of any province or region in that year.
- (iv) From a five-year trend perspective for overseas visitation to Canada and the Atlantic Provinces the position of the study area

is encouraging. The share of the Canadian total received by the Atlantic Provinces has increased from 1.8 to 2.6 percent. As indicated by the index values in Table A-1 overseas person-visitation to the Atlantic Provinces grew by 92% between 1966 and 1970, while the increase for Canada was only 30 percent. The 92% growth value for the Atlantic Provinces is noticeably above the 80% recorded for Ontario and substantially above 63% for Quebec. Caution must be exercised, however, in the case of provincial comparisons due to the fact that volume visitation for 1966 on which the index of 100 is based were derived from the application of percentage values for destinations solely in relation to direct entries. Moreover, enthusiasm must be tempered by the modest total overseas visitation volumes to the study area previously noted.

2. Length of Stay in Person Days and Nights - Tables A-2 & A-3

(a) Initial Comment

Values presented in these tables must be interpreted as general approximations of magnitude intended to serve as working estimates in market discussions. Attention should be given to the method employed to derive the data whenever they are applied to specific problems.

(b) Salient Features and their Implications

- (i) Overseas visitors are estimated to have spent about 192,400 person days in the Atlantic Provinces in 1966, and 293,900 in 1970, representing an increase of 52.7%. The growth appears to be extremely high compared with that for Canada as a whole. Comparisons in this case are dangerous, however, since values shown are simply a logical outcome of calculating procedures that involved the application of the average length of stay for Canada as a whole to volume totals derived in Table A-1.

It is of interest to note that the length of stay in person-



TABLE A-2 LENGTH OF STAY IN PERSON DAYS FOR OVERSEAS VISITORS TO CANADA AND ATLANTIC PROVINCES  
1966, 1969 & 1970<sup>1/</sup>

	1966	1969	1970	% Inc. 1966/ 1970
<u>Persons</u>				
Canada (000)	410.8	463.2	535.5	30.5
Atlantic Prov. (000)	7.4	12.3	14.2	91.9
% Canada	1.8	2.6	2.7	50.0
<u>Average No. Days Stay</u>				
Canada	26.0	20.4	20.7	-20.4
<u>Person Days</u>				
Canada (000)	10,681	9,429	11,085	4.0
Atl. Prov. (000)	192.4	250.9 <sup>2/</sup>	293.9 <sup>2/</sup>	52.7

<sup>1/</sup> Based on Travel Between Canada And Other Countries 1966, 1969 & 1970 - Statistics Canada, Cat. No. 66-201.

<sup>2/</sup> Total person visitation indicated in Table A-1 multiplied by average stay in days for all Canada. Problems similar to those noted in Table A-3, footnote <sup>2/</sup> are present.

TABLE A-3 LENGTH OF STAY IN PERSON-NIGHTS FOR OVERSEAS VISITORS TO CANADA AND THE ATLANTIC PROVINCES 1966, 1969 & 1970 <sup>1/</sup>

(Includes Direct and Indirect Entries, and All Purposes and Modes of Travel)				
	1966	1969	1970	% Inc. 1966-70 <sup>4/</sup>
<u>Persons</u>				
Canada (000)	410.8	463.2	535.5	30.5
Atlantic Prov. :- (000)	7.4	12.3	14.2	91.9
% Canada	1.8	2.6	2.7	50.0
<u>Average Nights Stay</u>				
Canada	23.4	19.4	19.4	
<u>Person-Nights</u>				
Canada (000)	9,612.7	8,965.5	10,576.0	10.0
Atl. Prov. (000)	173.2 <sup>3/</sup>	239.4 <sup>2/</sup>	275.5 <sup>2/</sup>	59.1

- <sup>1/</sup> Based on data from Travel Between Canada And Other Countries, Statistics Canada - Cat. No. 66-201.
- <sup>2/</sup> The value of 19.4 nights was applied to the total of 14,200 visitors in 1970. This yields a somewhat high value since travellers with destinations in two or more provinces are included in the total of 14,200 (see appropriate footnote Table A-1). If the value of 19.4 nights is applied to 13,000 visitors in 1970 who stated their destination was exclusively in the Atlantic Provinces, then 252,200 person-nights are obtained. This is probably slightly low. A similar problem is present in the case of the value for 1969.
- <sup>3/</sup> No data are given in the base report of Statistics Canada for 1966. The value shown was derived as follows. A decline of 20.4% between 1966 and 1970 was observed in the case of person-days shown in Table A-2. The value for person-nights for 1966 was therefore set at 20.4% above that recorded for 1970, yielding 23.4 days.
- <sup>4/</sup> The percentage increases shown for the Atlantic Provinces must be treated with caution because of the difficulty of establishing firm totals for 1966.

days for overseas visitors to Canada has declined by 20.4% between 1966 and 1970. While this ratio for decline is little more than a reasonable statistical approximation, it is certain that the trend indicated is an accurate representation of fact. The growing use of air transport and the increase in cost of a holiday in Canada probably have had some causal bearing upon the trend. Perhaps overseas visitors arriving indirectly in Canada are apportioning a larger percentage of their total holiday time to the United States.

- (ii) Person-nights by overseas visitors spent in the Atlantic Provinces are estimated at 173,200 in 1966 and 275,500 in 1970. This represents an increase of 59.1% over the five-year time of the table. In contrast, person-nights spent by overseas visitors in Canada increased by 10% over the same period. While the position of the Atlantic Provinces appears extremely favourable the cautionary note introduced in the discussion of person-days again applies.

3. Quarterly Distribution of Visitation - Table A-4

(a) Initial Comment

It is noted at the outset that the approximate volume totals derived for quarterly visitation to the Atlantic Region, which incidentally are the only really meaningful contribution of the table in relation to the objectives of this study, were derived through the application of ratios for the quarterly distribution of visitors to all Canada to overseas visitor totals for the Atlantic Provinces. While this procedure leaves much to be desired, the resultant values can be considered reasonable working approximations.

(b) Salient Features and Their Implications

- (i) Visitation peaks markedly during the third quarter, which represents the height of the summer season. This is clearly

TABLE A-4 ARRIVAL OF OVERSEAS TRAVELLERS TO CANADA AND THE ATLANTIC PROVINCES BY QUARTER 1966 AND 1970<sup>1/</sup> (Includes Direct and Indirect Entries, and All Purposes and Modes of Travel.)

Quarter	1966				1970			
	Canada (000) %		Atlantic Prov. (000) % <sup>3/</sup>		Canada (000) %		Atlantic Prov. (000) % <sup>3/</sup>	
First	38.6	9.4	.7	9.4	53.0	9.9	1.4	9.9
Second	113.4	27.6	2.1	27.6	151.7	28.3	4.0	28.3
Third	189.4	46.1	3.4	46.1	243.2	44.9	6.5	45.4
Fourth	69.4	16.9	1.2	16.9	87.6	16.9	2.3	16.4
TOTAL	410.8	100.0	7.4 <sup>2/</sup>	100.0	535.5	100.0	14.2 <sup>2/</sup>	100.0

1/ Source: Travel Between Canada And Other Countries 1966 & 1970 - Statistics Canada, Cat. No. 66-201.

2/ Total for all visitors to Atlantic Provinces corresponds to that in Table A-1. See appropriate footnote for method of derivation.

3/ Values for arrival by Quarter for all overseas visitors to all Canada applied to the Atlantic Provinces.

indicated. In this respect overseas visitation is similar to that of Americans and Canadians residing outside the Atlantic Region.

- (ii) Volume visitation in the first and fourth quarters is markedly below that of the second and third quarters. Again the pattern for these essentially winter months is similar to that for American and Canadian visitation.
- (iii) It is probable that a substantial proportion of the volume visitation to Canada in the second quarter is related to June, although specific substantiating data are lacking. This may or may not be true in the case of the Atlantic Provinces.

4. The Origin Area Pattern - Table A-5

(a) Initial Comment

In recent years a number of studies have been completed for the Canadian Government Travel Bureau with respect to market prospects for Canada in overseas countries, including Great Britain, France, German and Scandinavia among others. Moreover, the total person-travel pattern of residents of overseas countries is presented in statistical compendiums of international travel. It was felt, however, that the quantities currently involved and the long range prospects for a significant impact from tourist visitation from these countries to the study area were not sufficient to justify a detailed presentation of the results of these studies in this report.

In 1966, the source document for this analysis contained origin area information only for overseas visitors<sup>arriving</sup>/directly in Canada. Similar data were given for direct and indirect entries combined for the years 1968 to 1970. It was decided to apply the percentage values for origin areas for 1968 to the estimated total for overseas direct and indirect entries to the Atlantic Provinces in 1966. Any error involved in this procedure is likely to be minimal.

TABLE A-5 ORIGIN OF OVERSEAS VISITORS TO CANADA AND THE ATLANTIC PROVINCES 1966 TO 1970 <sup>1/</sup>  
 (Includes Direct and Indirect Entries and All Purposes and Modes of Travel)

ORIGIN AREA	1966		1968		1969		Atlantic Provinces			1970	
	Atlantic Provinces <sup>2/</sup>		Atlantic Provinces		Atlantic Provinces		1970		1968-70	Canada	
	(000)	%	(000)	%	(000)	%	(000)	%	%	(000)	%
United Kingdom	2.8	38	3.6	38.3	4.4	38.6	4.9	37.7	36.1	157.7	29.5
France	.3	4	.4	4.3	.5	4.4	.7	5.4	75.0	36.9	6.9
Germany	.4	6	.6	6.4	.8	7.0	.9	6.9	50.0	41.3	7.7
Netherlands	.3	4	.4	4.3	.6	5.3	.6	4.6	50.0	28.0	5.2
Scandinavia	.7	9	.8	8.5	.9	7.9	1.1	8.5	37.5	18.4	3.4
Other OECD Countries	.9	12	1.1	11.7	1.7	14.9	2.1	16.1	90.9	68.0	12.7
Remainder	2.0	27	2.5	26.5	2.5	21.9	2.7	20.8	8.0	185.2	34.6
TOTAL	7.4	100	9.4	100.0	11.4	100.0	13.0	100.0	38.3	535.5	100.0

1/ Source: Travel Between Canada And Other Countries, 1966 To 1970, Statistics Canada - Cat. No. 66-201.

2/ In 1966, origin data are given only for direct entries. Rounded percentage values for 1968 were applied to the estimated total of 7,400 direct and indirect entries for 1966.

(b) Salient Features and their Implications

- (i) The residents of the United Kingdom represent the major origin nation in the overseas visitor pattern to the Atlantic Provinces. It is interesting to note that the value of 37.7% in 1970 was somewhat above that for Canada as a whole, namely, 29.5%. It should not be concluded, however, that visitors from the United Kingdom find the Atlantic Provinces substantially more attractive than other portions of Canada. In effect, the cultural connections, particularly with Scotland, do not appear to endow the Atlantic Provinces with any really significant comparative advantage over other parts of Canada.
- (ii) Other origin countries are insignificant in a total volume sense. It is to be noted, however, that the percentage increase between 1968 and 1970 for visitation from some of these countries has been markedly greater than that for the United Kingdom. Unfortunately, the limited scale of the visitation involved affects the value of this percentage trend.

5. Overseas Visitation by Purpose of Trip Table A-6

(a) Initial Comment

In the estimation of the pattern of visitation to the Atlantic Provinces by purpose of trip, ratios presented in the source documents for Canada as a whole were employed. The error resulting by this procedure is again considered inconsequential in terms of the objectives of this study.

(b) Salient Features and their Implications

- (i) About 80% of the visitation appears to be of a general

TABLE A-6 OVERSEAS VISITORS TO THE ATLANTIC PROVINCES BY PURPOSE OF TRAVEL<sup>1/</sup>  
1966 TO 1970 (Includes Direct and Indirect Entries and All Modes of Travel)

	1966		1969		1970	
	(000)	% <sup>2/</sup>	(000)	% <sup>2/</sup>	(000)	% <sup>2/</sup>
I. Tourists & Visitors <sup>3/</sup>						
Visit Friends and Relatives	4.9	66.3				
Recreation	1.1	14.4				
Sub-Total I.	6.0	80.7	9.1	79.9	10.4	80.3
II. Other <sup>4/</sup>	1.4	19.3	2.3	20.1	2.6	19.7
TOTAL	7.4	100.0	11.4	100.0	13.0	100.0

1/ Source: Travel Between Canada And Other Countries, 1966 -1970, Statistics Canada - Catalogue No. 66-201.

2/ Percentage Values for Overseas Visitation by Purpose for All Canada applied to the Atlantic Provinces.

3/ In 1966, data were presented by Purpose of Visit in terms of Visits to Friends and Relatives, and Recreation, but in 1969 & 1970 only by Tourists and Visitors.

4/ Includes Temporary and Seasonal Workers, those in transit, Entertainers, Seasonal and Other. Business Travel is included in this category.



tourist and recreational nature. This percentage has remained roughly constant from 1966 through to 1970.

- (ii) On the basis of 1966 information, it would appear that about 66% of the visitors were on trips motivated essentially by a desire to visit friends and relatives. Approximately 82% of the visitors that can be classed as leisure time travellers were motivated essentially by visits to friends and relatives. In effect, the friend-and-relative tie is the most consequential factor in overseas visitation to the Atlantic Provinces.
- (iii) About 14% were on general recreation trips, including landscape touring and specific activity pursuits.
- (iv) The category "Other" includes a multiplicity of purpose as indicated in the footnotes. It is possible that general business travel is the most consequential factor included under this category.

6. Expenditure Patterns for Overseas Visitors - Table A-7

(a) Initial Comment

In this table expenditures are summarized for the Atlantic Provinces for the years 1966 to 1970. Data are presented by provinces and regions for 1968 to 1970. Similar information is not available for direct and indirect entries in 1966.

It is important to note that the value presented for 1966 is an estimate. As indicated in the footnotes to Table A-7 the value for visitors having destinations in the Atlantic Provinces in relation to total visitation to Canada, namely, 1.8% was applied to total expenditures by overseas visitors in the nation as a whole. This is somewhat dubious procedure, but data contained in the source documents left no alternative.

No evidence is available that would permit the distribution of

TABLE A-7 EXPENDITURES BY OVERSEAS VISITORS TO CANADA CLASSIFIED BY REGION OR PROVINCE OF DESTINATION 1966 TO 1970<sup>1/</sup>  
(Includes All Purposes of Travel, Except Immigration, and All Modes of Travel)

Region or Province of Destination	1 9 6 6			1 9 6 8				1 9 6 9				1 9 7 0			
	\$ (000)	%	Index	\$ (000)	%	Index	Index	\$ (000)	%	Index	Index	\$ (000)	%	Index	Index
Atlantic Prov. <sup>2/</sup>	1,980.0	1.8	100	1,441.2	2.6	73	100	2,382.1	3.0	120	165	2,958.9	2.9	149	205
Quebec				20,124.9	36.4		100	26,756.5	33.6		133	31,832.1	30.8		174
Ontario				23,423.1	42.4		100	33,551.6	42.1		143	46,436.1	44.9		198
Prairie Prov.				3,605.5	6.5		100	5,204.1	6.5		144	7,711.7	7.5		214
B.C./Yukon/N.W.T.				6,712.3	12.1		100	11,770.7	14.8		175	14,409.2	13.9		215
Canada Total	110,000.0	100.0	100	55,307.0	100.0	50	100	79,665.0	100.0	72	144	103,348.0	100.0	94	187

Average Per Person:-

Canada		152.61		100		171.99		113		192.99		126
Atl. Prov.	267.57		148.58		100	191.05		129		227.60		153
Ontario		144.41		100		158.27		110		186.08		129

<sup>1/</sup> Source: Travel Between Canada And Other Countries, 1966 To 1970 - Statistics Canada, Cat. No. 66-201. Refers to expenditures solely in Canada and therefore excludes international transportation fares.

<sup>2/</sup> Total expenditure estimated as a percentage of total for Canada using the values for volume visitation shown in Table A-1.

expenditure totals for overseas visitors in terms of goods and services purchased. It might be assumed that the group having a visit to friends and relatives as the primary purpose of their trip incur limited expenditures for accommodation.

(b) Salient Features and their Implications

- (i) Total volume expenditure in the Atlantic Provinces is modest. The estimated value of \$1,980,000 in 1966 increased to \$2,958,900 by 1970. This represents a growth of approximately 49% over the five-year period. From 1968 to 1970 expenditures increased from \$1,441,200 to \$2,958,900, or by about 105 percent.
- (ii) The trend of average per person expenditure per trip from 1968 to 1970 requires careful consideration. Index values presented in Table A-7 show that they have increased by about 26% in relation to Canada as a whole, and by about 29% in Ontario. In contrast they have grown by 53% in the Atlantic Provinces.

If it is assumed that the length of a person's stay in the Atlantic Provinces is similar to that for Canada, then the above values suggest the possibility of a rise in the price structure for overseas visitors to the Atlantic Region greater than that for Canada or Ontario. It might be concluded that the nature and scale of the tourist plant in the Atlantic Provinces is such that it engenders increased consumption of goods and services by overseas visitors, but a comparison of sophistication of the facilities and opportunities available in the Atlantic Region and Ontario indicates that such is not the case. The conclusion to the effect that the price structure of the Atlantic Provinces is high compared to that of the rest of Canada, therefore must be seriously entertained.

The implication of the trend is simply that the price

structure in the Atlantic Region could be moving in a direction that will jeopardize the competitive position of the Atlantic Provinces. If the general nature and quality of the tourist experience in the Atlantic Region is sufficiently strong compared with that of other parts of Canada, then the differential may not be detrimental. It is doubtful, however, that the Atlantic Provinces possess resource or supply advantages on a scale necessary to support a markedly higher tourist-consumer price structure. The figures presented for average per person expenditures in Table A-7, therefore may represent a significant warning signal with respect to price structure.

SECTION B.

TRAVEL PATTERNS IN EXTRA-REGIONAL CONTINENTAL MARKET AREAS

- ORIGIN AREA ANALYSIS -

## I. INTRODUCTION

The focus of this section of the demand analysis is upon travel and expenditure patterns generated by residents of the United States and the provinces of Canada exclusive of the Maritime Region. This extra-regional continental market is the most critical from the standpoint of tourism as an export industry for the Maritime Region and its component provinces.

A comprehensive market analysis necessitates the adoption of a dual perspective. The traditional examination of visitation and expenditure in the study area undertaken in Section C provides a general insight and specific quantitative measurements of major significance, but two inherent limitations of importance are present. Firstly, it is impossible to grasp the significance of the pattern emerging from visitor analysis relative to the total spectrum of tourist activity in the origin areas. In effect, the true market strength and competitive position of the Maritime Provinces in relation to overall travel patterns in the origin area remains masked. Secondly, the newly emerging patterns of travel demand in the origin areas frequently remain hidden, or at best imperfectly understood. In an attempt to overcome the aforementioned limitations an examination of travel patterns within the origin areas from which visitors to the Maritime Provinces are drawn is presented in Section B of this study.

Serious difficulties will continue to confront the research worker engaged in origin area travel pattern analysis until comparable national travel surveys have been executed by Canada and the United States. Despite these difficulties some significant insights can be gained from an examination of the limited evidence available insofar as objectives of this study are concerned.

It is noted that travel and expenditure volume totals presented in the origin area analysis are essentially expressions of general magnitude. It is the general geographic patterns and relationships of rank and order of significance, either explicitly stated or implied, that are of major consequence.

## II. FORMAT OF THE ANALYSIS AND PRESENTATION

In Part One of Section B attention is focused upon an examination of the travel patterns of residents of the United States. The five-year span from 1966 to 1970 forms the time framework for the research.

In Part Two of Section B travel patterns by residents of Canada are summarized. Here, interest centres upon travel patterns by Ontario and Quebec residents, and the strength and weakness of the position of the Maritime Provinces therein.

The identification and evaluation of the travel patterns of residents of the origin area considered of importance in relation to primary objectives of the study govern the direction and extent of the analysis. In effect, the research and discussion have been rigidly governed by this pragmatic point of view with the full knowledge that many features of interest have not been elaborated upon.

PART ONE- AMERICAN ORIGIN AREA TRAVEL PATTERNS 1966 TO 1970 -I. INTRODUCTION

Three individual studies provide the data foundations for this portion of the research. These include Canadian Visitor Potential Study, prepared by Traveldata for the Canadian Tourist Association in 1969, the National Travel Survey of 1966, completed by the Department of Commerce, U. S. A., and the 1971 Simmons Travel Data.

The general pattern emerging from an analysis of the information contained in the aforementioned documents is summarized in Table B1. Additional tables numbered B2 to B15 containing significant information culled or derived from individual studies are then presented. These provide additional information, and at times a precise expression of the method in which general statistics presented in Table B1 were actually derived. In effect, a series of tables must be used concurrently in order to obtain the necessary appreciation of the strengths and limitations of the data shown in Table B1.

It is important to note that the results presented in the three studies are not comparable in an absolute statistical sense due to variations in the definition of a trip or the age group encompassed. The situation is clearly summarized in the footnotes accompanying Table B1.

In spite of the aforementioned limitations a body of factual data and geographic pattern by Census Region and Census Geographic Region of origin and destination emerges, that is of considerable value when applied with a degree of caution necessitated by the aforesaid differences in traveller trip definition and the limited statistical confidence imposed by the scale of the sample.



## II. SUMMARY OF THE RESULTS OF THE ANALYSIS

### 1. Person Trips by Origin and Destination 1966 to 1970 - Table B1

#### (a) Initial Comment

The estimate of 417.7 million trips in 1966 involving American adults, 18 years or over, and a travel distance of 100 miles or more from home, appears to be a reasonable working approximation for the purposes of this study. The estimate of 361.2 million person trips in 1967 involving American adults, 18 years and over and an overnight stay, or a travel distance of 100 miles or more in a one-way direction, is of similar value.

The value of 237.3 million trips by American adults, 18 years and over in which a one-way travel distance of 100 miles or more and destinations in the United States were involved, was derived from the Simmons Travel Data for 1971 in the manner indicated in the footnotes to Table B1. According to the source report, 20.4 million American adults took foreign trips over the past five years, or an average of 4.1 million. If it is considered that some people made more than one trip abroad and that the total number of trips in 1970 was greater than the annual average for the past five years, it is possible that another 6 million to 6.5 million trips could be added to the total for 1970 indicated in Table B1. In effect, trips in 1970 to all destinations inside and outside the boundaries of United States may have been about 243.8 million.

After making due allowance for variations in trip definition and calculating methods previously noted, there is a suggestion that tripping may have been decreasing somewhat in the United States from 1966 to 1970. While nothing absolute can be stated in this regard, the impression may be realistic. The effects of the Viet Nam War and the national uneasiness and unrest may have depressed American travel to some degree.

Table B1

## ORIGIN AND DESTINATION PATTERNS FOR PERSON TRIPS BY AMERICAN ADULTS

CENSUS REGIONS AND GEOGRAPHIC REGIONS OF ORIGIN <sup>1/</sup>	1966 <sup>2/</sup>			TO DESTINATIONS IN									1967 <sup>3/</sup>			TO DEST. IN						1970 <sup>4/</sup>		
	ALL TRIPS GENERATED			NEW ENGLAND				MAINE					ALL TRIPS GENERATED			N. E. CEN. GEOG. REGION			TO ALL DESTINATIONS IN THE U.S.A.					
	10 <sup>6</sup>	%	per capita <sup>5/</sup>	10 <sup>6</sup>	%	%	% <sup>6/</sup>	10 <sup>3</sup>	%	%	10 <sup>6</sup>	%	per capita <sup>5/</sup>	10 <sup>6</sup>	%	%	10 <sup>6</sup>	%	per capita <sup>5/</sup>					
New England	26.5	6	2.32	14.3	61		54.1	2728	84															
Middle Atlantic	54.3	13	1.49	6.3	27	69	11.6	271	8	50														
I Northeast	80.8	19	1.69	20.6		88	25.5	2999	92		72.1	20	1.51	52.2	78		57.5	24	1.17					
East North Central	80.7	19	2.07	.7	3	8	.9	81	2	13														
West North Central	39.8	10	2.50	.4	2	4	.9	116	4	25														
II North Central	120.5	29	2.20	1.1	5	12	.9	197	6	38	112.2	31	2.05	5.4	6	27	71.0	30	1.25					
South Atlantic	59.8	14	2.05	1.3	6	15	2.2	60	2	12														
East-West-S. Central	78.5	19	2.52	.2	-	1	.2																	
III South	138.3	33	2.30	1.5	6	16	1.1		2	12	100.7	28	1.67	7.4	14	64	64.8	27	1.03					
IV West	78.1	19	2.39	.3	1	3	.4				76.2	21	2.33	0.8	2	9	44.0	19	1.26					
Total	417.7	100	2.14	23.5	100	100	5.6	3256	100	100	361.2	100	1.85	65.8	100	100	237.3	100	1.17					

<sup>1/</sup> Census Geographic Regions noted by Roman Numerals.

<sup>2/</sup> Based on data taken directly or derived from Canadian Visitor Potential Study prepared by Traveldata Toronto for the Canadian Tourist Association August 1969. Trips include all travel 100 miles or more from home in 1966 by American adults 18 years and over. Both domestic and foreign trips are included.

<sup>3/</sup> Based on data taken directly or derived from National Travel Survey 1967 Census of Transportation Bureau of Census, US Department of Commerce, Washington, D.C. 1967. Includes all trips by adults 18 years or older involving one or more nights away from home, and all day trips involving a one-way travel distance of 100 miles or more. Both domestic and foreign trips are included.

<sup>4/</sup> Derived from 1971 Simmons Travel Data supplied by the Office of Tourism, Government of Canada. Includes all trips by adults involving 100 miles or more one-way distance and destinations in the United States. Only domestic trips are included.

<sup>5/</sup> Per capita values based on total population for all age groups in 1966 or 1970.

<sup>6/</sup> Indicates % of total trips undertaken by residents of a Census Region or Census Geographic Region that had destinations in New England.

The percentage distribution of trips generated by the Census Geographic Regions of origin during the three-year period displays somewhat less variation than volume totals. Yearly comparisons on this basis are probably somewhat more reliable.

The destinational patterns for trips undertaken in 1966 are extremely interesting since it is possible to display patterns in relation to the New England Census Region and the State of Maine. Moreover, some appreciation of the flow of travel into these areas from other Census Regions and Census Geographic Regions may be gained.

(b) Salient Features and their Implications

(i) The Northeast Census Geographic Region that is so strategically located with respect to the Maritime Provinces generates about 20% of the trips of the nation. Its per capita trip value, however, is somewhat lower than that of other Census Geographic Regions. On the other hand, the per capita tripping value of 2.32 for very strategically located New England Census Region is among the higher ratios in United States.

The Northeast Census Geographic Region, which is of major interest in this report, generated 19% of the trips in 1966 and 20% of those in 1967. In 1970, its residents appear to have generated 24% of the trips to destinations solely in the United States. While there is considerable tripping from this region to Canada, other regions send far more visitors to this country. It is probable that trips generated by residents of the Northeast Region to all destinations inside and outside would have been in the order of 20% of the national U. S. total in 1970.

The Northeast Census Geographic Region contained about 24% of the American population in 1970 and the value was similar in 1966. Proportionately its tripping activity therefore seems to be somewhat below that for its population total. The per capita value of 1.69 trips for 1966 contrasted

with the national average of 2.14 trips and values ranging between 2.20 and 2.39 for other Census Geographic Regions confirms this somewhat lower value.

(ii) In 1967, 65.8 million person trips or 18% of the 361.2 million trips generated by American adults had destinations in the Northeast Census Geographic Region. Of these 65.8 million trips, about 52.2 million or 78% involved residents of the Northeast Region. Another 5.4 million or 6% represented visitation by those living in the North Central Region; 7.4 million or 14% by those in the South Census Geographic Region, and 0.8 million or 2% of those in the West Census Geographic Region.

(iii) In 1966, the New England Census Region was the destination of 23.5 million person trips or 5.6% of the national total of 417.7 million. Some 14.3 million or 61% were originated by residents of that census region. Only 9.2 million trips or 39% were undertaken by residents living in other parts of the United States.

About 69% of the 9.2 million visits by non-residents of the census region were generated by people living in the adjacent Middle Atlantic States. Residents of the North Central Geographic Region provided another 12%, those of the South 16% and those of the West 3%.

Approximately 54.1% of all trips undertaken by residents of the New England Census Region had destinations within its borders. Some 11.6% of trips of those undertaken by residents of the Middle Atlantic Census Region to any point in the world actually had destinations in New England. About 25.5% of those undertaken by residents of the Northeast Census Geographic Region had destinations in the New England States. The New England Census Region contained about 23.9% of the population

of the Northeast Census Geographic Region, while it was the destination of about 25.5% of the trips generated by residents of that region.

A small percentage of the total volume of trips generated by residents of other Census Geographic and Census Regions had destinations in New England. The percentage values range from a high of 2.2 for the South Atlantic to a low of .2 in the case of the East and West South Central Regions combined. The percentage values for the East and West North Central Regions are .9 in each instance, and that for the West .4 .

(iv) The pattern for the State of Maine in 1966 is of major concern in relation to the objectives of this study since it lies adjacent to the Province of New Brunswick.

It appears that this State was the destination for just under 3.3 million trips or approximately .8% of the national total of 417.7 million. It was the destination of about 14.0% of the 23.5 million trips having destinations in the New England Census Region.

The State of Maine contained about 0.5% of the population of the United States in 1966, 2.1% of that of the Northeast Census Geographic Region, and 8.7% of that of the New England Census Region.

About 84% of the trips with destinations in the State of Maine were generated by the New England Census Region of which it is a component. The value for trips undertaken by residents of the State of Maine itself is unknown but was probably between 60 and 65%.

Residents of the Middle Atlantic Census Region generated another 8% of the trips. Percentage values for all other Census Regions and Census Geographical Regions were quite modest.

About 528,000 or 16.2% of the trips in 1966 having destinations in the State of Maine were generated by residents living outside the New England Census Region. Of these 528,000 trips, 50% involved visitation by residents of the Middle Atlantic Census Region; 13% by those of the East North Central, and 12% by those of the South Atlantic.

A surprising 25% of the trips with destinations in the State of Maine generated by residents living outside the New England Census Region were made by residents of the West North Central Census Region. This is a rather high proportion and suggests that if this ratio is not in error due to sample size some hidden relationship of significance is involved.

2. Analysis of Source Studies for Table B1 - Tables B2 to B7

The results of the analysis of each of the individual surveys included in compilation of Table B1 are indicated in this series of Tables B2-B7. Information presented in footnotes with respect to the manipulation of data in the source documents is of value in the estimation of the reliability of statistics presented in Table B1.

3. Person Trips with Destinations in the Northeast Census Geographic Region by Purpose and Season 1967 - Table B8

(a) Initial Comment

Data presented in the source document for the year 1967 permits the estimation of the distribution of total trip volumes by purpose and season by Census Geographic Regions. The statistics presented in Table B8 must be interpreted only as general approximations. To a considerable extent Table B8 is intended to serve as a source document for Table B9.

(b) Salient Features and their Implications

(i) The largest volume of travel occurs in the third quarter of the year, with 24.2 million trips or 36.8% associated with

Table B2

PERSON TRIPS OF 100 MILES OR MORE AWAY FROM HOME FOR ALL PURPOSES BY AMERICAN ADULTS IN 1966 WITH NEW ENGLAND AND STATE OF MAINE DESTINATIONS <sup>1/</sup>

B-10

CENSUS REGIONS FOR TRIP ORIGIN	TOTAL TRIPS TO ALL DESTINATIONS	TRIPS WITH NEW ENGLAND DESTINATIONS				TRIPS WITH STATE OF MAINE DESTINATIONS			
	10 <sup>6</sup>	% <sup>2/</sup>	10 <sup>3</sup>	%	% <sup>3/</sup>	%	10 <sup>3</sup>	%	% <sup>3/</sup>
New England	26.5	54.1	14328	61	—	10.3	2,728	84	—
Middle Atlantic	54.3	11.6	6298	27	69	.5	271	8	50
East North Central	80.7	.9	726	3	8	.1	81	2	13
West North Central	39.8	.9	358	2	5	.3	116	4	25
South Atlantic	59.8	2.2	1317	6	15	.1	60	2	12
East South Central	27.6	.5	138	—	—	—	—	—	—
West South Central	50.9	.1	51	—	—	—	—	—	—
Mountain	21.8	.2	44	—	—	—	—	—	—
Pacific	56.3	.4	225	1	3	—	—	—	—
TOTAL	417.7	70.9	23,485	100	100	11.3	3,256	100	100

<sup>1/</sup> Based on data taken directly or derived from Canadian Visitor Potential Study prepared by Traveldata Toronto for the Canadian Tourist Association August 1969. Trips include all travel 100 miles or more from home in 1966 by American adults 18 years and over. Both domestic and foreign trips are included. All modes of transport included.

<sup>2/</sup> Percentage of all trips from Census Regions of Origin with destinations in New England or Maine.

<sup>3/</sup> Percentage of trips originating in Census Regions outside New England.

Table B3

B-11

ORIGIN AND DESTINATION PATTERNS FOR PERSON TRIPS BY AMERICANS 1967<sup>1/2/</sup>

<u>DESTINATION</u>	<u>ORIGIN BY CENSUS REGION</u>														
	<u>UNITED STATES</u>			<u>NORTHEAST</u>			<u>NORTH CENTRAL</u>			<u>SOUTH</u>			<u>WEST</u>		
	10 <sup>6</sup>	%	%	10 <sup>6</sup>	%	%	10 <sup>6</sup>	%	%	10 <sup>6</sup>	%	%	10 <sup>6</sup>	%	%
1. Outside USA	14.9	4.1		5.1	7.1		3.3	2.9		2.0	2.0		4.5	5.9	
2. Inside USA															
Northeast	65.8		19	52.2		78	5.4		5	7.4		8	0.8		1
North Central	97.3		28	3.8		6	84.6		78	6.4		6	2.5		3
South	108.5		31	9.7		14	14.5		13	81.8		83	2.5		4
West	74.7		22	1.3		2	4.4		4	3.1		3	65.9		92
Total 2	346.3	95.9	100	67.0	92.9	100	108.9	97.1	100	98.7	98.0	100	71.7	94.1	100
Total 1 and 2	361.2	100.0		72.1	100.0		112.2	100.0		100.7	100.0		76.2	100.0	

<sup>1/</sup> Based on National Travel Survey Census of Transportation 1967 U.S. Department of Commerce Bureau of the Census 1969. Includes All Purposes of Travel.

<sup>2/</sup> Includes all trips involving one or more nights out of town and all one day trips of 100 miles one way travel distance. Excludes commuting to work, travel by bus or plane, ship crew and student travel. Frequent weekend trips to summer cottages and regular visits to friends and relatives or for family affairs were generally not included.



Table B4

B-12

PATTERNS FOR TRIPS OF 100 MILES OR MORE AWAY FROM HOME FOR ALL  
PURPOSES AND ALL MODES OF TRANSPORTATION BY AMERICAN ADULTS IN 1966<sup>1/</sup>

CENSUS REGIONS & CENSUS GEOGRAPHIC REGIONS	POPULATION	PERSONS TAKING TRIPS		TRIPS TAKEN <sup>2/</sup>		Per Cent <sup>3/</sup> travellers	Per Capita
	18 YEARS TOTAL 10 <sup>6</sup>	TOTAL 10 <sup>3</sup>	% <sup>2/</sup>	TOTAL 10 <sup>6</sup>	%		
New England	7,418	4,265	58	26.5	6	6.2	3.6
Middle Atlantic	24,668	13,419	54	54.3	13	4.1	2.2
Northeast	32,086	17,684	55	80.8	19	4.6	2.5
South Atlantic	18,782	11,964	64	59.8	14	5.0	3.2
East South Central	8,186	4,862	60	27.6	7		
West South Central	11,880	7,150	64	50.9	12		
South	38,848	24,370	64	138.3	33	5.7	3.6
East North Central	24,873	15,496	62	80.7	19	5.2	3.2
West North Central	10,238	7,156	70	39.8	10		
North Central	35,111	22,652	65	120.5	29	5.3	3.4
Mountain	4,737	3,576	76	21.8	5		
Pacific	15,699	11,161	71	56.3	14		
West	20,436	14,737	72	78.1	19	5.3	3.8
TOTAL	126,481	79,443	63	417.7	100	5.3	3.3

<sup>1/</sup> Based on Canadian Visitor Potential Study, Traveldata, Toronto 1969 for The Canadian Tourist Association. Includes all persons 18 years and over.

<sup>2/</sup> Per cent of population reporting one or more trips.

<sup>3/</sup> Average number of trips per adult taking one or more trips.

Table B5

AMERICAN ADULTS 18 YEARS AND OVER TAKING ONE OR MORE TRIPS OF 100 MILES ONE-  
WAY TRAVEL DISTANCE TO DESTINATIONS IN THE U.S.A. IN 1970 FOR ALL PURPOSES  
AND BY ALL MODES OF TRANSPORTATION BY CENSUS GEOGRAPHIC REGIONS OF ORIGIN. <sup>1/</sup>

CENSUS REGION OF ORIGIN	MALES		FEMALES		TOTAL		INDEX TRAVEL TO POPULATION <sup>2/</sup>	
	(000)	%	(000)	%	(000)	%	Male	Female
Northeast	10,020	25	9,230	22	19,250	23	98	88
Central	12,217	30	12,188	29	24,405	30	107	104
South	10,513	26	11,966	29	22,479	27	89	98
West	7,584	19	8,432	20	16,016	20	109	115
<b>TOTAL</b>	<b>40,334</b>	<b>100</b>	<b>41,816</b>	<b>100</b>	<b>82,150</b>	<b>100</b>	<b>100</b>	<b>100</b>

<sup>1/</sup> Based on 1971 Simmons Travel Data extracted for Canadian Government Travel Bureau.

<sup>2/</sup> The percentage of tripping males and females to total male and female population in the U. S. A. is accorded an Index Value of 100.

Table B-6 TRAVELLING MALES AND FEMALES BY HOUSEHOLD INCOME GROUPINGS

INCOME \$	MALES		FEMALES		COMBINED %
	% <sup>1/</sup>	% <sup>2/</sup>	% <sup>1/</sup>	% <sup>2/</sup>	
15,000 +	29	33	23	28	31
14,999-10,000	28	32	27	33	32
9,997-5,000	31	35	32	39	37
TOTAL	88	100	82	100	100

<sup>1/</sup> Data directly from 1971 Simmons Travel Data. About 88% of the male respondents and 82% of the female provided income information.

<sup>2/</sup> Normalized Distribution.

Table B7

PERSON TRIPS OF 100 MILES ONE-WAY TRAVEL TO DESTINATIONS IN THE U.S.A.  
BY ALL MODES OF TRANSPORT BY AMERICAN ADULTS 18 YEARS AND OVER  
IN 1970 BY NIELSEN GEOGRAPHIC REGIONS<sup>1/</sup> 2/

ORIGIN BY NIELSEN GEOGRAPHIC REGION	<u>P E R S O N</u>				<u>T R I P S</u>	
	<u>MALES</u>		<u>FEMALES</u>		<u>ALL ADULTS</u>	
	(000)	%	(000)	%	(000)	%
Northeast	31,977	26.5	25,523	21.9	57,500	24.2
Central	37,173	30.8	33,855	29.0	71,028	30.0
South	30,090	24.9	34,748	29.8	64,838	27.3
West	21,500	17.8	22,456	19.3	43,956	18.5
Total	120,740	100.0	116,582	100.0	237,322	100.0
Average No. Trips <sup>3/</sup>			2.99			

...2

Table B7

TABLE B7 FOOTNOTES:

- 1/ Based on 1971 Simmons Travel Data report to Canadian Government Travel Bureau. The calculations on data presented in the report were as follows:
- Step 1. Number of males and females 18 years and over making 1-2, 3-4, and 5-7 trips shown in report on pages 2, 3, 4, 33, 34 and 35 were totalled by trip frequency class.
  - Step 2. The percentage distribution in each trip frequency class were calculated for males and females.
  - Step 3. The total of 26,439,000 males taking trips derived under Step 1 was 65.5% of the total of 40,334,000 shown on page 1. The total of 26,439,000 was adjusted upward to 40,334,000 and distributed by frequency classes according to the percentages obtained in Step 2.
  - Step 4. It was considered that the average number of trips taken by all males and females derived under Step 3 was the value of the mid-point of the trip frequency class ranges, namely 1.5, 3.5 and 6.0. Values obtained under Step 3 were multiplied by these mid-point values for the frequency classes. The results were totalled to obtain the number of person trips male 120,740,000 and females 116,582,000.
  - Step 5. To distribute the totals by region the percent of persons taking trips by each frequency class shown on pages noted under Step 1 above were applied.
- 2/ The table estimates the number of person trips and not the number of party trips.
- 3/ Derived by combining values of Table 1 and Table 2.

PERSON TRIPS WITH DESTINATIONS IN NORTHEAST CENSUS  
GEOGRAPHIC REGION IN 1967 BY PURPOSE AND SEASON<sup>1/</sup>

<u>PURPOSE</u>	<u>Q U A R T E R S</u>															
	<u>%<sup>3/</sup></u>	<u>FIRST</u>	<u>10<sup>6</sup></u>	<u>%<sup>3/</sup></u>	<u>SECOND</u>	<u>10<sup>6</sup></u>	<u>%<sup>3/</sup></u>	<u>THIRD</u>	<u>10<sup>6</sup></u>	<u>%<sup>3/</sup></u>	<u>FOURTH</u>	<u>10<sup>6</sup></u>	<u>%</u>	<u>10<sup>6</sup></u>	<u>T O T A L<sup>2/</sup></u>	<u>%</u>
Leisure Time Travel Visit Friends and Relatives	21.6	6.1	21.9	6.2	32.7	9.3	23.8	6.7	100.0	28.3	43.0	51.4				
Outdoor Recreation	10.4	1.4	27.6	3.5	50.2	6.4	11.8	1.5	100.0	12.8	19.5	23.2				
Entertainment	17.8	.4	21.9	.4	37.8	.7	22.5	.5	100.0	2.0	3.0	3.6				
Sightseeing	10.1	.4	20.8	.9	56.1	2.3	13.0	.5	100.0	4.1	6.2	7.5				
Other Pleasure	22.1	1.8	28.4	2.2	29.4	2.3	20.1	1.6	100.0	7.9	12.0	14.3				
Sub-Total	18.3	10.1	24.0	13.2	38.1	21.0	19.6	10.8	100.0	55.1	83.6	100.0				
Personal Family Affairs	15.0	.2	18.8	.3	57.3	.9	8.9	.2	100.0	1.6						
Business	27.7	2.2	27.4	2.2	25.0	2.0	19.9	1.6	100.0	8.0						
Conventions	17.0	.2	34.4	.4	27.2	.3	21.4	.2	100.0	1.1						
TOTAL	19.3	12.7	24.5	16.1	36.8	24.2	19.4	12.8	100.0	65.8						

<sup>1/</sup> Source. 1967 Census of Transportation U.S. Department of Commerce Bureau of the Census Washington 1969.

<sup>2/</sup> Volume totals for person trips by purpose from Table 26. In source report the .2 million trips for which no purpose was shown were distributed proportionately to volume of trips for which a purpose was shown.

<sup>3/</sup> The percentage distribution by quarter of the total annual value by trip purpose was based upon values given in Table 18 of the source document that actually apply to all United States. An examination of Table 5 in the same source document suggests that only a slight error would be involved in this procedure.

this three-month-time span in which the attractivity of the Maritime Provinces for tourists is the greatest. About 16.1 million trips or 24.5% occurred in the second quarter which encompasses the spring season.

Values for the first and fourth quarters are roughly identical being 19.3% and 19.4% respectively. Approximately 38.7% of all trips therefore occurred in the first and fourth quarters. Apart from October these are the time periods in which tourist and recreational attractivity for the Maritime Provinces for non-residents is at its lowest point insofar as leisure time travel is concerned.

(ii) About 55.1 million trips or 83.6% were associated with leisure time travel. Of this total, 21.0 million trips or 38.1% occurred in the third quarter, and another 13.2 million or 24.0% in the second quarter. Values for the first quarter are 18.3% and those for the fourth 19.6%. The latter two time-periods, as noted, find the Maritime Provinces in their weakest competitive position in relation to tourist visitation.

(iii) Visits to friends and relatives were the primary motivation for 28.3 million or 43% of the total for all categories and purposes, and 51.4% of those in the leisure-time grouping. The substantial and continuous migration of the Maritime residents to the North-east Census Geographic Region creates a fairly strong friends-and-relative tie. In effect, the pattern is favourable to tourism in the study area.

Some 26.8 million trips or 40.7% of those for all purposes were associated with other forms of leisure time travel. This represented 48.6% of the trips for leisure time purposes.

(iv) About 21.0 million trips or 38.1% of all those grouped under leisure time travel occurred in the third quarter. The second quarter accounted for another 13.2 million or 24.0%. Travel for these purposes during the first and fourth quarters

was 18.3% and 19.6% respectively. In total, these two quarters during which the Maritime Provinces, apart perhaps from early October, do not possess any comparative advantages as a destination area, accounted for 37.9% of all leisure time trips.

(v) Of the 26.8 million trips associated with leisure time travel for purposes other than visits to friends and relatives, 11.7 million trips or 43.7% occurred in the third quarter. Another 7.0 million or 26.1% took place in the second quarter. The first quarter accounted for 4.0 million trips or 14.9%, and the third quarter for 4.1 million or 15.3%.

4. Trips with Destinations In the New England Census Region and the State of Maine by Purpose and Season 1966 - Table B9

(a) Initial Comment

It is of interest and value to apply data in Table B8 with respect to purpose and season of travel to destination totals for New England and Maine in 1966 shown in Table B1. A somewhat more realistic understanding of the position of the Maritime Provinces relative to the general flow of leisure time travel in these critical adjacent or border areas emerges. The results are summarized in Table B9.

It will be clear to the reader that there are season limitations in the procedures adopted. It is felt, however, that the application of ratios related to the Northeast Census Geographic Region to the smaller geographic area probably did not produce results that are so greatly in error that they are devoid of value.

(b) Salient Features and their Implications

(i) There may have been about 19.6 million person-trips for leisure time purposes to destinations in the New England Region in 1966. Approximately 10.1 million or 51.9% of these trips involved visits to friends and relatives and could not have been tapped by the Maritime Provinces to any great extent. About



Table B9

TRIPS WITH DESTINATIONS IN THE NEW ENGLAND CENSUS REGION AND THE STATE OF MAINE BY PURPOSE AND SEASON 1966<sup>1/</sup>

	<u>TRIPS WITH DESTINATIONS IN</u>											
	<u>New England Census Region</u>						<u>State of Maine</u>					
	All Year		Quarter				All Year		Quarter			
	10 <sup>6</sup>	%	1st	2nd	3rd	4th	10 <sup>6</sup>	%	1st	2nd	3rd	4th
1 Leisure Time Travel												
Visit Friends & Relatives	10.1		2.2	2.2	3.3	2.4	1.3		.3	.3	.4	.3
Rest	9.5		1.4	2.5	4.2	1.4	1.3		.2	.3	.6	.2
TOTAL 1	19.6	83.6	3.6	4.7	7.5	3.8	2.6	83.6	.5	.6	1.0	.5
11 Business, Personal and Family Affairs, and Conventions	3.9	16.4	.9	1.1	1.2	.7	.7	16.4	.2	.2	.2	.1
TOTAL 1 + 11	23.5	100.0	4.5	5.8	8.7	4.5	3.3	100.0	.7	.8	1.2	.6

<sup>1/</sup> Estimated from data in Tables B1 and B8

9.5 million trips or 48.5% were motivated by purposes that might have been satisfied by a trip or part of a trip to the Maritime Provinces.

Finally, 3.9 million trips were occasioned by business, personal and family affairs and conventions. The Maritime Provinces could not have captured a large proportion of these trips.

Of the 19.6 million trips associated with leisure time travel, perhaps 9.5 million involved activities and pursuits for which the Maritime Provinces might have been a suitable destination insofar as resource supply requirements are concerned. Closer inspection, however, reveals that only 4.2 million of the 19.6 million trips occurred in the third quarter or the main summer season when the study area would have been attractive. About 2.8 million trips took place in the first and fourth quarters when the Maritime Provinces are not a particularly attractive destination, and 2.5 million trips in the second quarter when a similar situation prevails.

(ii) The situation in the State of Maine is probably more significant in terms of market possibilities for the Maritime Provinces. Of an estimated total of 3.3 million trips with destinations in the State of Maine in 1966, about 2.6 million were motivated by leisure time purposes. Roughly 1.3 million of those motivated by leisure time pursuits had visits to friends and relatives as their primary purpose. Another 1.3 million involved various other leisure time pursuits, which the Maritime Provinces have the resources to satisfy in a large part. On the other hand, 400,000 of these leisure time trips probably occurred in the first and fourth quarters of the year, periods in which visitation to the Maritime Provinces is not particularly attractive, apart from October. About 300,000 took place in the second quarter. Perhaps 600,000 trips occurred in the third quarter when conditions are favourable in the Maritime Provinces.

Of the estimated 600,000 trips taking place in the third quarter and involving leisure time travel, a very large percentage was made by residents of the State of Maine; possibly 80% or 480,000. Perhaps 120,000 trips were made by residents of other States coming to Maine for leisure time purposes other than visits to friends and relatives. This rough evaluation might be fairly close to the actual state of affairs.

5. Vacation Tripping by Americans in 1960 - Table B10

(a) Initial Comment

Table B10 is based on data contained in Report 20 of the Outdoor Recreation Resources, Review Commission, published in 1962. It provides some idea of the prevalence of vacation and vacation tripping by American adults 12 years and over. Unfortunately it is not possible to determine the total volume of trips undertaken by this age group of American citizens in 1960 because information is presented in the source document only in terms of persons taking no vacations or one or more vacations. Since many people took more than one vacation trip, the total number of vacation trips was markedly in excess of the total number of persons who tripped. Nevertheless, some information of use can be derived from Table B10.

The length and one-way travel distance of vacation trips for all United States is indicated in section II of Table B10. In section III travel distance and trip length factors have been related to Census Geographic Regions of origin in an attempt to determine the total volume of vacation trips originating from each that might have some significance in tourist planning for the Maritime Provinces. In effect, the object is to identify the volume of vacation trips having travel distances and durations that would have made visitation to the Maritime Provinces a physical possibility.

Considerable manipulation of source information is necessary in order to derive statistical values of significance in relation to the objectives of this study. A careful perusal of the footnotes for this table is necessary in order to identify data taken directly from the reports and that derived by various inferential processes.

Table B10

PERSON VACATION AND VACATION TRIP PATTERNS BY AMERICANS IN 1960<sup>1/</sup>

	<u>NO VACATION TAKEN</u>			<u>TRIPPED</u>			<u>STAYED HOME</u>		
	Person	%	%	Person	%	%	Person	%	%
	10 <sup>6</sup>	Pop.		10 <sup>6</sup>	Pop.		10 <sup>6</sup>	Pop.	
<b>1. PREVELANCE OF VACATIONING AND VACATION TRIPPING<sup>2/</sup></b>									
Northeast	19.7	44	25	17.4	39	22	7.6	17	33
North Central	20.6	40	26	25.3	49	33	5.7	11	25
South	26.5	48	34	21.4	39	28	7.1	13	31
West	12.1	43	15	13.5	48	17	2.5	9	11
<b>U. S. A.</b>	<b>78.9</b>	<b>44</b>	<b>100</b>	<b>77.6</b>	<b>43</b>	<b>100</b>	<b>22.9</b>	<b>13</b>	<b>100</b>
<b>11. LENGTH AND ONE-WAY DISTANCE OF VACATION TRIPS ALL U. S. A.</b>									
<u>Length Days</u>	<u>Person</u>			<u>Distance Miles</u>			<u>Person</u>		
	10 <sup>6</sup>	%					10 <sup>6</sup>	%	
7 or les	36.5	47		Less 100			7.0	9	
8 - 14	25.6	33		100 - 249			17.8	23	
15 - 21	7.7	10		250 - 499			16.3	21	
over 21	7.8	10		500 - 749			8.5	11	
				750 plus			28.0	36	
<b>TOTAL</b>	<b>77.6</b>	<b>100</b>					<b>77.6</b>	<b>100</b>	

111. VACATIONERS BY CENSUS REGIONS OF ORIGIN WITH TRIP LENGTHS AND TRAVEL DISTANCES OF SOME SIGNIFICANCE IN MARKET CONSIDERATIONS FOR THE MARITIME PROVINCES

	Person		Person	
	10 <sup>6</sup>	%	10 <sup>6</sup>	%
<u>Length Days</u>			<u>Distance Miles</u>	
Northeast	9.2	46	Northeast	8.2 32
North Central	5.1	26	North Central*	9.1 35
South	4.3	22	South	2.1 8
West	1.3	6	West	6.5 25
TOTAL	<u>19.9</u>	<u>100</u>		<u>25.9 100</u>

1/ Based on data taken directly from or derived from Participation in Outdoor Recreation Factors Affecting Demand Among American Adults ORRRC Study Report No. 20 Washington D.C. 1962

2/ Percentage of population of Census Regions taking Vacation trips or staying at home from source document Table 37. All other values derived and rounded to nearest 100,000. Includes all persons 12 years or over taking vacation trips of any length away from home and for any vacation purpose. As some people took more than one vacation trip, the number of trips remains unknown.

(b) Salient Features and their Implications

(i) About 44% of Americans 12 years and over did not take a vacation in 1960. The value for the critical Northeast Census Geographic Region is similar to the national average. Approximately 25% of all Americans 12 years and over who did not take a vacation in 1960 resided in this Census Geographic Region.

(ii) Of the 100.5 million Americans 12 years and over who took a vacation in 1960, about 22.9 million stayed at home. About 13% of the American population were included in this group. The highest value for those staying at home relative to total population occurs in the Northeast Region, namely 17%. This contrasts with the national average of 13%. Thirty-three percent of all Americans who took vacations but stayed at home lived in the Northeast Region. There is a degree of weakness in this pattern with respect to market considerations for the Maritime Provinces, but the situation is not serious.

(iii) Solely in terms of the number of days involved in a vacation trip, visitation to the Maritime Provinces would have been possible for 19.9 million tripping vacationers. About 46% of these, or 9.2 million, resided in the Northeast Census Geographic Region. Residents of the North Central Census Geographic Region represented about 26% of the total, those of the South 22% and those of the West 6%.

In terms of distance travel involved in the trip, about 25.9 million tripping vacationers could have reached the Maritime Provinces had they chosen so to do. Of these 32%, or 8.2 million, resided in the Northeast Census Geographic Region, 35% or 9.1 million in the North Central, 8% or 2.1 million in the South, and 25% or 6.5 million in the West.

It is not to be assumed that the Maritime Provinces could have attracted all of those vacationers undertaking trips with the length and distance characteristics previously noted. Trip

purpose and competitive area factors obviously would have to be taken into consideration. The statistics simply indicate the significance of two parameters of a much more sophisticated equation for complete market analysis of this type.

6. Vacation Destination Patterns by Census Regions and Census Geographic Regions 1960 - Table B11

(a) Initial Comment

Considerable manipulation of source data was involved in the preparation of Table B11 in an attempt to relate origin and destination features for vacation travel. It is noted, once again, that the data does not refer to total number of vacation trips, but rather to persons taking one or more vacation trips in 1960.

(b) Salient Features and their Implications

(i) Of the 13.5 million people in the Northeast Census Geographic Region who took one or more vacation trips, it is estimated that 4.7 million, or 35% took trips to destinations within their State of residence, and 5.7 million to other States within the region. In effect, 10.4 million or 77% of the vacationers took trips with destinations within the Census Geographic Region in which they reside.

Some 3.1 million or 23% undertook trips with destinations in States outside their Census Geographic Region of residence and by virtue of geographic location were moving in the south and west directions away from the Maritime Provinces.

There were about 5.7 million vacationers, or 42.2%, taking trips involving inter-state movement within the Northeast Census Geographic Region, and a portion of these must have been moving northward in the direction of the Maritime Provinces.

(ii) In the case of the New England Census Region, 1.1 million

Table B11

VACATION DESTINATION PATTERNS BY CENSUS REGIONS AND CENSUS GEOGRAPHIC REGIONS 1960<sup>1/</sup>

Destination of Vacation Trippers	ALL U.S.A.	WEST CEN. GEOG. REG.		SOUTH CEN. GEOG. REG.		NORTH CENTRAL CEN. GEOG. REG.		NORTHEAST CEN. GEOG. REG.		NEW ENGLAND <sup>3/</sup>	STATE OF MAIN
	%	10 <sup>b</sup>	%	10 <sup>b</sup>	%	10 <sup>b</sup>	%	10 <sup>b</sup>	%	10 <sup>b</sup>	10 <sup>b</sup>
Remained in State	27 <sup>2/</sup>	3.1		5.8		6.8		4.7		1.1	103.4
Remained in Region	33 <sup>2/</sup>	4.5		7.1		8.3		5.7		1.3	125.4
	60	7.6	52	12.9	56	15.1	83	10.4	77	2.4	228.8
Went to Other States <sup>4/</sup>		7.0	48	10.9	44	3.1	17	3.1	23		
		14.6	100	22.9	100	18.2	100	13.5	100		

<sup>1/</sup> Based on data from Participation in Outdoor Recreation Factors Affecting Demand Among American Adults ORRRC Study Report 20 Washington D.C. 1962. Table 37 and 39. The percentage values for destinations reported by a sample of 1,186 persons in relation to their first trip of the year 1960 have been applied to the total of all respondents reporting one or more trips in that year.

<sup>2/</sup> Percentage values based on all 1,186 respondents across the U.S.A. were applied to the respondents in each census region.

<sup>3/</sup> Values derived proportionate to population in relation to volume total for the Northeast Census Region.

<sup>4/</sup> The number of respondents reporting destinations in these regions were as follows: West 9%, South 14%, North Central 4%, South Central 4%, South 14% and West 9%.



vacation trippers had destinations within their state of residence. Another 1.3 million were involved in travel to other states within the New England Region. A portion of these 1.3 million trippers must have been moving northward towards the Maritime Provinces making a visit to the study area a possibility in some cases.

(iii) About 103,400 residents of the State of Maine took vacation trips to destinations within the state, and another 125,400 had destinations in the U. S. A. outside the state. The latter group by virtue of geographic location must have been moving in a southward direction and therefore away from the Maritime Provinces.

7. Vacation Trips by American Adults in 1967 - Table B12

(a) Initial Comment

Vacation tripping patterns revealed in the National Travel Survey of 1967 are summarized in this table. Data are given in terms of total vacation trips rather than persons taking vacations as was the case in several previous tables.

Column II of Table B12 involves considerable manipulation of basic data sources to overcome the problem of non-response as indicated in the footnotes.

(b) Salient Features and their Implications

(i) Residents of the Northeast Census Geographic Region took about 33.5 million vacation trips in 1967. This is approximately 20% of an estimated national total of 167.2 million.

(ii) About 10.0 million or 30% of the vacation trips undertaken by residents of the Northeast Census Geographic Region involved travel in the first and fourth quarters of the year, times in which Maritime Provinces as a whole are not attractive

Table B12

VACATION TRIPS BY AMERICAN ADULTS IN 1967<sup>1/</sup> <sup>2/</sup>

	I		II					
	ALL U.S.A.	ALL U.S.A. <sup>3/</sup>	BY CENSUS GEOGRAPHIC REGION OF ORIGIN <sup>4/</sup>					
	10 <sup>6</sup>	%	10 <sup>6</sup>	%	N.E.	N.C.	SOUTH	WEST
Vacation Trips	157.5	43.6	46.3	167.2	33.5	51.8	46.6	35.3
Not Vacation Trips	182.7	50.6	53.7	194.0				
No Answer	21.0	5.8						
	361.2	100.0	100.0	361.2				
Seasonal Distribution								
1st Quarter		12.7		21.2	4.3	6.6	5.9	4.5
2nd Quarter		20.6		34.5	6.9	10.7	9.6	7.3
3rd Quarter		49.7		83.1	16.6	25.7	23.2	17.5
4th Quarter		17.0		28.4	5.7	8.8	7.9	6.0
Total		100.0		167.2	33.5	51.8	46.6	35.3
Type Transport								
Auto		87.3		146.0	29.2			
Bus		2.5		4.2	.8			
Train		1.6		2.7	.5			
Air		6.4		10.7	2.7			
Ship		.8		1.3	.3			
Combination		1.4		2.3	.5			
		100.0		167.2	33.5			

- 1/ Based on National Travel Survey 1967 Census of Transportation U.S. Department of Commerce Washington 1969.
- 2/ Columns contain data as presented in report. Percents for seasonal distribution and type of transport based on 157.5 million person trips. These values are used in calculations in Columns 11.
- 3/ The 21.0 million no responses have been distributed proportionately between vacation and non-vacation trips.
- 4/ The 167.2 million vacation trips distributed between regions of origin on basis of percentages for regions calculated from all 361.2 million trips taken by American adults.

for vacationing activities other than visits to friends and relatives. The month of October forms the only possible exception to the above generalization. Another 6.9 million or roughly 21% occurred in the second quarter of the year, which is also a generally unattractive season for vacation tripping to the Maritime Provinces.

(iii) About 16.6 million trips or roughly 50% occurred in the third quarter of the year, which is the height of the tourist seasonal attractiveness in the Maritime Provinces.

(iv) In the Northeast Census Geographic Region that is critical in relation to the purposes of this study, about 29.2 million trips or 87.2% involved automobile transport. Air travel accounted for only 2.2 million trips or 6.6%. Interestingly about 800,000 trips involved bus travel. This is a market that has been growing substantially in the Maritime Provinces in recent years, and a large portion of the business emanates from the Northeast Census Geographic Region.

8. Estimated Person Vacation Trips in 1967 with New England and Maine Destinations by Census Geographic Regions of Origin - Table B13

(a) Initial Comment

An estimate of person-vacation trips with destinations in New England is presented in this table on the basis of information contained in Table B1, B2 & B12. The mathematical procedure adopted is admittedly risky, but the results are of considerable interest.

(b) Salient Features and their Implications

(i) There may have been 8.3 million person-vacation trips with destinations in the New England Census Region in 1967. About 6.9 million or 83.1% of these trips were undertaken by residents of the Northeast Census Geographic Region. Residents of other Census Geographic Regions shown accounted for only 1.4 million trips, or 16.9%.

Table B13

ESTIMATED PERSON VACATION TRIPS IN 1967 WITH NEW ENGLAND  
DESTINATIONS BY CENSUS GEOGRAPHIC REGION OF ORIGIN

	<u>NORTHEAST</u>	<u>NORTH CENTRAL</u>	<u>SOUTH</u>	<u>WEST</u>	<u>TOTAL</u>
Total Vacation Trips <sup>1/</sup> Number 10 <sup>6</sup>	33.5	51.8	46.6	35.3	167.2
Trips with New England Destinations Number 10 <sup>6</sup>	6.9	.6	.7	.1	8.3
Trips in third quarter with New England Destinations <sup>2/</sup> Number 10 <sup>6</sup>	3.5	.3	.4	.1	4.3
State of Maine Third Quarter 10 <sup>3/</sup> Number 10 <sup>6</sup>					602.0

<sup>1/</sup> Date from Table B12

<sup>2/</sup> Estimated at 50%-see Table B12

<sup>3/</sup> Derived from Table B1 in which Maine was the destination of 14% of all trips with New England Destinations

(ii) There may have been 4.3 million trips with destinations in the New England Census Region in the third quarter of 1967, the time in which travel to the Maritime Provinces is most attractive. Some 3.5 million or 81.4% of these trips were made by the residents of the Northeast Census Geographic Region, and 800,000 by those living in other parts of the United States.

(iii) There may have been 602,000 person-vacation trips with destinations in the State of Maine in the third quarter of 1967, the period when the Maritime Provinces are most attractive to non-resident tourists. It is possible that 80% of these trips, or 482,000, were made by residents of Maine. This would leave about 200,000 person trips with destinations in the New England Region taken by those living in all other parts of the United States.

9. Some Significant Income Relationships - Table B14

(a) Initial Comment

Some significant income relationships associated with travel by American adults are summarized in Table B14. Two source documents have been employed, namely, the National Travel Survey of 1967 and the Simmons Travel Data. The significant data in the former are summarized in Section A and the latter in Section B of the table. The information contained in Section B, based on the National Travel Survey, is the most revealing.

(b) Salient Features and their Implications

(i) The intensity of tripping in the lower income groups of \$2,999 or less is definitely lower than the higher income groups. About 16.1% of the population are in this lower income grouping, but they accounted for only 8.1% of the trips. In the case of all income groups of \$4,000 and over however, the value

## SOME INCOME RELATIONSHIPS

SECTION A 1967 PATTERNS<sup>1/</sup>SECTION B 1966 to 1970<sup>2/</sup>

Family Income Level B \$	%	Persons Tripping		Person Trips		Av.No. Trips		Person Trips with Leisure Time Purposes <sup>3/</sup>								Personal Income Level					Combined %	
		10 <sup>6</sup>	%	10 <sup>6</sup>	%	I	II	III	IV	Total	%	10 <sup>6</sup>	%	10 <sup>6</sup>	%	10 <sup>6</sup>	%	Index	%	Index		
																						10 <sup>6</sup>
Less than 2,000	8.9	4.6	4.3	11.5	3.2	2.50	7.0	4.6	.4	.7	.7	1.8	2.0	4.7	10.1	3.4	5,000-7,999	9.1	203	12.6	58	10.9
2,000-2,999	7.2	4.1	3.8	9.7	2.6	2.37	5.0	3.3	1.1	1.8	.9	2.2	1.5	3.7	8.5	2.9	8,000-9,999	7.1	118	10.1	65	8.7
3,000-3,999	7.7	6.1	5.6	17.0	4.7	2.79	9.5	6.2	1.5	2.4	1.6	4.2	2.4	5.7	15.0	5.1	10,000-14,999	32.3	46	27.9	103	30.0
4,000-4,999	7.9	7.7	7.2	20.9	5.8	2.71	11.6	7.6	2.3	3.7	1.6	4.0	3.2	7.6	18.7	6.3	15,000+	51.5	46	49.4	246	50.4
5,000-5,999	9.3	11.0	10.2	31.0	8.6	2.82	15.5	10.2	4.8	7.7	3.5	8.9	4.0	9.4	27.8	9.4		100.0	100	100.0	100	100.0
6,000-7,499)	33.7	16.2	15.0	53.0	14.7	3.27	25.7	16.9	9.4	15.2	5.2	13.4	5.6	13.3	45.9	15.5						
7,500-9,999)		20.5	19.0	70.0	19.4	3.41	29.1	19.1	14.9	24.0	8.0	20.7	7.1	16.8	59.1	20.0						
10,000-14,999	17.7	18.6	17.2	72.8	20.2	3.91	26.1	17.1	13.5	21.7	8.4	21.6	7.0	16.7	55.0	18.6						
15,000-24,999)	7.6	6.6	6.1	31.0	8.6	4.70	7.0	4.6	7.0	11.2	3.7	9.5	3.8	9.1	21.5	7.3						
25,000 Plus )		2.0	1.9	9.9	2.7	4.95	2.1	1.4	2.1	3.4	1.1	2.9	.9	2.2	6.2	2.1						
No Answer		10.5	9.7	34.4	9.5	3.28	13.7	9.0	5.1	8.2	4.2	10.8	4.6	10.8	27.6	9.4						
<b>TOTAL</b>	<b>100.0</b>	<b>107.9</b>	<b>100.0</b>	<b>361.2</b>	<b>100.0</b>	<b>3.35</b>	<b>152.3</b>	<b>100.0</b>	<b>62.1</b>	<b>100.0</b>	<b>38.9</b>	<b>100.0</b>	<b>42.1</b>	<b>100.0</b>	<b>295.4</b>	<b>100.0</b>						

Family Income Level B \$	Persons Tripping		Number of Trips <sup>4/</sup>						
	10 <sup>6</sup>	%	1	2	3-4	5-9	10-15	16-19	20+
			%	%	%	%	%	%	%
Less than 4,000	16.4	15	49.6	20.3	17.1	9.7	2.5	.2	.6
4,000-7,499	38.7	36	41.2	21.5	19.6	13.1	3.4	.7	.5
7,500-9,999	22.7	21	36.6	20.7	21.3	15.5	4.2	.7	1.0
10,000-14,999	20.6	9	31.2	21.0	22.7	17.2	5.2	.9	1.8
15,000-24,999	7.3	7	26.8	18.4	23.1	20.5	6.2	2.3	2.7
25,000+	2.2	2	22.4	19.1	23.1	23.2	8.0	2.1	2.1
	107.9	100							

1/ Based on National Travel Survey 1967 Census of Transportation Bureau of Census U.S. Department of Commerce - For definition of trips see Table B1.

2/ Based on 1971 Simmons Travel Data. Income information was obtained for only 51.7% of the males reporting trips, 51.2% of the females and 51.4% of the males and females combined.

3/ I-Trips taken to visit friends and relatives; II-Trips taken for outdoor recreation; III-Trips taken for entertainment and sightseeing; IV-Trips taken for other pleasure purposes.

4/ Percentage distribution of families in various income groups from Statistical Abstracts US Census

for tripping is roughly similar to that for population distribution. In effect, the intensity of tripping in each of the higher income groups is approximately similar.

(ii) The average number of person trips by income level for all persons taking one or more trips is of considerable interest irrespective of income. The national average is 3.35. The range of values by income level is fairly large, with the lowest value of 2.37 trips being associated with family income group \$2,000 to \$2,999, and the highest value, namely, 4.95 with the high income group \$25,000 or more. In effect, those people in the higher income levels who actually take trips do so with a noticeably greater intensity than those in the lower income levels who are trippers.

(iii) The core of the travel market in terms of numbers is in the income group \$6,000 to \$9,999. This group accounted for 34.1% of all person trips.

(iv) The lower table in Section A indicates the frequency of tripping by income groups for those people reporting one or more trips. The pattern noted in point (ii) above is repeated. There is clearly a tendency in this table for those in the higher income category to trip more frequently. Just under 50% of those in the family income level under \$4,000 took only one trip, and 41.2% of those in the level \$4,000 to \$7,499. It is interesting to note, however, that 22.4% of those in the category \$25,000 or more reported only one trip. It is in the trips of ten or more that the high income categories above \$15,000 show a marked tendency for greater activity.



PART TWO- CANADIAN ORIGIN AREA TRAVEL PATTERNS -I. INTRODUCTION

This portion of the study is based upon an analysis of three source documents. The report entitled, "A Study of Interprovincial Travel in Canada," prepared by McDonald Research Limited, Toronto, for the Canadian Government Travel Bureau, provides a reasonable working approximation of person tripping patterns by purpose, origin and destination for a 12-month period spanning a part of the calendar years 1965 and 1966. The results may be interpreted roughly as representative of the calendar year 1966. Two reports recently released by the Canadian Government Travel Bureau entitled, "Vacation Trends and Recreation Patterns," and "1970 Motivations to Travel and Vacation Trends," supply valuable insights into vacation person and party tripping patterns for the period 1966 to 1970, and particularly for the years 1969 and 1970.

It is important to note that the basic data contained in the aforementioned source documents have been manipulated to obtain results considered of value in relation to the main purposes of this study. The process has involved a considerable number of highly subjective decisions, and it is frankly admitted that data in the source documents have been pushed to the limits of their statistical capacities. The subjective judgements and calculating processes are explained in the footnotes to the tables however, and the values shown are considered to be reasonable approximations of general magnitudes in terms of the objectives of this study.

When the results of the domestic travel survey for Canada are available in 1973, an analysis of the type undertaken in this section of the report should be possible with a much higher degree of accuracy and confidence. In the absence of this study or the results of the pilot project undertaken in 1971, it was necessary to proceed upon less certain foundations.

II. SUMMARY OF THE RESULTS OF THE ANALYSIS

1. Person Interprovincial Trips in 1965-66 by Province of Origin - Table B15

(a) Initial Comment

The total volume of person trips by province and region of origin is shown in Table B15 with differentiation by trip purpose. The measure of the intensity of tripping per thousand population is also indicated.

It is essential to note at the outset that the subsequent discussion is related to person trips of 100 miles or more one-way travel distance by all age groups during the 12-month period prior to the survey. Secondly, a comparison of the statistical values presented in subsequent tables in this section of the report with those in base or source documents will reveal slight differences due to the distribution of non-responses.

(b) Salient Features and their Implications

(i) In terms of total trips for all purposes, the intensity of travel by residents of the three Maritime Provinces combined tends markedly towards values for all Canada. The region generated 863,000 person trips or 7% of the national total, and the comparable ratio for population was about 6.8%. A value of .58 trips per thousand population was only slightly below that of .64 for the nation as a whole. The greatest variances occur in the case of Prince Edward Island, where there were only .35 person trips per thousand population.

On the basis of the results of this study of interprovincial travel, it can therefore be stated that the intensity of tripping for all purposes by the residents of the Maritime Provinces is roughly similar to that of Canada as a whole. This is a rather interesting finding in view of variances in the socio-economic conditions of the region in comparison with the country as a whole. Prince Edward Island on the other hand shows markedly lower values in relation to the Maritime Region or the nation.

(ii) In the case of business travel the foregoing general

Table B15

PERSON INTERPROVINCIAL TRIPS OF 100 MILES OR MORE TRAVEL DISTANCE FROM HOME BY CANADIANS IN 1965-66  
BY PROVINCE OF ORIGIN<sup>1/</sup>

Origin Area	<u>Total Trips</u>			<u>Trips by Purpose<sup>2/</sup></u>								
	(000)	%	Per 1000 Pop.	Business		All or Part Vacation			Not Part of Vacation			
				(000)	%	(000)	%	Per 1000 Pop.	(000)	%	Per 1000 Pop.	
1. Nova Scotia	445	4	.59	128	3	166	3	.22	151	4	.20	
2. New Brunswick	380	3	.62	163	4	143	3	.23	74	2	.12	
3. Prince Edward Island	38	-	.35	14	-	16	-	.15	8	-	.07	
Maritime Provinces 1 to 3	863	7	.58	305	7	325	6	.22	233	6	.16	
4. Newfoundland	129	1	.26	58	1	55	1	.11	16	-	.03	
Atlantic Provinces 1 to 4	992	8	.50	363	8	380	7	.19	249	6	.13	
5. Quebec	2759	22	.48	856	22	1006	40	.17	902	23	.16	
6. Ontario	4833	38	.69	1069	27	1998	20	.29	1754	46	.25	
Central Canada 5 & 6	7592	60	.60	1925	49	3004	60	.24	2656	69	.21	
7. Manitoba	781	6	.81	361	9	238	5	.25	183	5	.19	
8. Saskatchewan	799	6	.84	243	6	271	6	.28	287	7	.30	
9. Alberta	1333	10	.91	417	11	549	11	.37	369	10	.25	
Prairie Provinces 7 to 9	2913	22	.86	1021	26	1058	22	.32	839	22	.25	
10. British Columbia	1338	10	.71	666	17	546	11	.29	128	3	.07	
<b>TOTAL</b>	<b>12835</b>	<b>100</b>	<b>.64</b>	<b>3975</b>	<b>100</b>	<b>4988</b>	<b>100</b>	<b>.25</b>	<b>3872</b>	<b>100</b>	<b>.19</b>	

<sup>1/</sup> Based on A Study of Interprovincial Travel in Canada, McDonald Research Ltd., Toronto, May/September 1966, Table 40. Includes trips taken in 12 months prior to study and hence covers part of years 1965 and 1966.

<sup>2/</sup> A total of 23,000 projected non-business trips for which the vacation factor was not stated were distributed proportionately to those for which information was provided.

conclusions noted in the total trips apply. Moreover, the pattern is repeated for person tripping in non-vacation periods, although in this instance a slightly lower intensity is observable. The total of 233,000 person trips that were not part of a vacation forms only 6% of the national total, while the value for the population is 6.8%. From the standpoint of trips per thousand population, however, the disparities are extremely modest with the Maritime Provinces being .16 as compared with that of .19 for Canada as a whole.

(iii) Person trips by maritime residents that formed all or part of vacation period travel totalled 325,000 or 6% of the national volume. This is somewhat below the value of 6.8% for population. In terms of trips per thousand population the difference is extremely small, being .22 as compared with .25.

2. Person Interprovincial Trips in 1965-66 by Province of Destination - Table B16

(a) Initial Comment

The origin area pattern shown in Table B15 is presented in this table on a destination area basis.

(b) Salient Features and their Implications

(i) In terms of total trips for all purposes the three Maritime Provinces combined did not display major comparative strength in a destination area sense. They received approximately 629,000 person trips in 1966, which was 7% of the national total to all destinations inside and outside Canada, and 8% of those trips having destinations within Canada.

The net index, or the ratio of the total trips generated to the total trips received is 96 which is indicative of a situation slightly below parity. In contrast, Prince Edward Island is in a much more favourable position receiving about 1% of the trips to

le B16

PERSON INTERPROVINCIAL TRIPS OF 100 MILES OR MORE TRAVEL DISTANCE FROM HOME BY CANADIANS IN 1965-66  
BY PROVINCE OF DESTINATION<sup>1/</sup>

Destination Area	Total Trips				Trips by Purpose											
					<u>All or Part Vacation</u>				<u>Not Part of Vacation</u>				<u>Business</u>			
	(000)	%	%	Net <sup>3/</sup> Index	(000)	%	%	Net <sup>3/</sup> Index	(000)	%	%	Net <sup>3/</sup> Index	(000)	%	%	Net <sup>3/</sup> Index
Nova Scotia	365	3	3	82	147	3	4	70	146	4	4	97	73	2	2	57
New Brunswick	379	3	4	99	107	2	3	75	103	3	3	139	167	4	5	102
Prince Edward Island	85	1	1	224	66	1	2	412	13	-	-	162	6	-	-	43
Maritime Provinces 1 to 3	829	7	8	96	320	6	9	91	262	7	7	112	246	6	7	81
Newfoundland	124	1	1	96	45	1	1	82	19	-	-	119	60	2	-	103
Atlantic Provinces 1 to 4	953	8	9	96	365	7	10	96	281	7	8	113	306	8	8	84
Quebec	1923	15	17	70	580	12	16	58	671	17	18	74	676	17	18	79
Ontario	4186	33	38	87	1368	27	37	68	1741	45	48	99	1064	27	29	99
Central Canada 5 & 6	6109	48	55	80	1948	39	53	65	2412	62	66	91	1740	44	47	90
Manitoba	548	4	5	70	180	4	5	76	183	5	5	100	185	5	5	51
Saskatchewan	953	7	9	119	245	5	7	90	274	7	7	95	434	11	12	178
Alberta	1191	9	10	89	400	8	10	73	314	8	9	85	480	12	13	115
Prairies Provinces 7 to 9	2692	20	24	92	825	17	22	78	771	20	21	92	1099	28	30	108
British Columbia	1322	10	12	99	565	11	15	103	178	5	5	139	581	15	15	87
Total Canada	11076	74	100	86	3703	74	100	75	3642	94	100	94	3726	94	100	94
Outside Canada	1759	14			1285	26			230	6			249	6		
Grand Total	12853	100			4988	100			3872	100			3975	100		

Based on A Study of Interprovincial Travel in Canada, McDonald Research Ltd., Toronto, May/September 1966. Includes trips taken during 12 months prior to survey.

Non-responses distributed proportionate to values for information obtained.

Percent of total trips generated to total trips received. For example, Nova Scotia was the destination of 82 per cent of the total trips that its residents generated.

all destinations and displaying a net index of 224, the highest for any province in Canada.

(ii) In terms of trips to all destinations that were all or part of vacation travel, the Maritime Provinces combined, again displayed no significant comparative strength. They received 320,000 person trips which was 6% of the national total to all destinations within and outside Canada. As previously noted, their population was approximately 6.8% of the national total.

In terms of similar trips with Canadian destinations, the situation is slightly more favourable with the Maritime Provinces receiving 9% of the Canadian total, but the net index in this instance is only 91.

Again Prince Edward Island forms the exception to the regional pattern, displaying an extremely strong set of values in Table B16. It received 1% of the trips with destinations inside and outside Canada, 2% of those with Canadian destinations. The net index is 412.

(iii) The fact that the region as a whole and Nova Scotia and New Brunswick in particular, did not display significantly higher ratios as destination areas compared with those for population is the first major important fact shown in Table B16. The extremely favourable position of Prince Edward Island is the second feature of utmost consequence. In effect, the Maritime Provinces as a whole, and Nova Scotia and New Brunswick in particular, displayed slight deficits in the balance of volume travel in terms of trips for all purposes and those of a vacational nature, while Prince Edward Island was in a highly favourable position. While due allowance must be made for possible inaccuracies in the statistics, the pattern displayed is significant.

3. Person Interprovincial Non-Business Trips 1965-66 - Table B17

(a) Initial Comment

Table B17 provides an origin and destination summary for person interprovincial trips for non-business purpose. Included are non-business trips that formed part of a vacation and those that were taken at other times. In effect, the only requirement for inclusion is that a trip had a non-business purpose or motivation.

(b) Salient Features and their Implications

(i) About 69% of the trips having destinations in the Maritime Provinces were generated by residents, and 71% of those with destinations in the Atlantic Provinces. Comparable values for the Central and Prairie Provinces regional groupings were somewhat higher, being 73 and 71 percent respectively. That for British Columbia was noticeably lower, namely 60%. It may, therefore, be concluded that in the overall origin-destination pattern for the Maritime Provinces that local residents were somewhat less important than in the Central and Prairie Provinces, but substantially more important than British Columbia. Stated in reverse, non-resident visitation was more important in the Maritimes than in the Central or Prairie Provinces, and less significant than in British Columbia.

(ii) Approximately 13% of the trips generated by Maritime residents had destinations outside Canada. This is substantially below the values of 20% and 19% for Central Provinces and British Columbia respectively. It is noticeably above the value of 9% for the Prairie Provinces. In effect, the propensity of Maritime residents for travel outside Canada was reasonably strong by nation-wide comparison.

(iii) Quebec and Ontario form the critical external Canadian market area for the Maritime Provinces. Approximately 228,000 person trips or 4% of the total generated by these Central Provinces had destinations in the Maritime Provinces. This was

Table B17

ORIGIN DESTINATION PATTERN FOR PERSON INTERPROVINCIAL NON-BUSINESS TRIPS (ALL OR PART VACATION OR NOT PART OF VACATION)  
BY CANADIANS IN 1965-66 <sup>1/</sup>

Destination Areas	ORIGIN AREAS																												
	Nova Scotia	New Brunswick	Prince Edward Is.	Maritime Provinces	Newfoundland	Atlantic Provinces	Quebec	Ontario	Central Provinces	Manitoba	Saskatchewan	Alberta	Prairie Provinces	British Columbia															
	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)			
1. Nova Scotia	63	200	12	26	43	10	42	236	5	4	38	240	1	19	1	37	1	56											
2. New Brunswick	9	29	36	78	14	4	20	111	1	-	18	111	4	77	1	38	2	115	Sample too small to reflect modest volume of vacation travel to Atlantic Provinces from Western Canada.										
3. Prince Edward Island	5	15	11	24	1		7	39	-	-	6	39	1	19	1	38	1	57											
Maritime Provinces 1 to 3	77	244	59	128	58	14	69	386	6	4	62	390	6	115	3	113	4	228											
4. Newfoundland	2	6	1	2	1		2	8	66	47	9	55	-	-	-	-	-	-											
Atlantic Provinces 1 to 4	79	250	60	130	59	14	71	394	72	51	71	445	6	115	3	113	4	228											
5. Quebec	2	6	11	24	4	1	5	31	4	3	5	34	51	973	6	225	21	1198	1	4	1	6	1	9	1	19	1	7	
6. Ontario	8	26	9	20	14	3	9	49	10	7	9	56	15	286	70	2626	52	2912	16	67	3	17	2	19	6	103	2	13	
Central Canada 5 & 6	10	32	20	44	18	4	14	80	14	10	14	90	66	1259	76	2851	73	4110	17	71	4	23	3	28	7	122	3	20	
7. Manitoba	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	38	-	38	52	219	7	39	3	28	15	286	3	20	
8. Saskatchewan	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	37	-	37	8	33	64	357	7	64	24	454	4	27	
9. Alberta	1	3	1	2	1			5	1	1	1	6							3	13	9	50	60	551	32	614	11	74	
Prairie Provinces 7 to 9	1	3	1	2	1		1	5	1	1	1	6			2	75	1	75	63	265	80	446	70	643	71	1354	18	121	
10. British Columbia	1	3	-		3	1	1	4	1	1	1	5	1	19	2	75	2	94	7	30	9	50	19	174	13	254	60	405	
CANADA	91	288	81	176	81	19	87	483	88	63	87	546	73	1393	83	3114	80	4507	87	366	93	519	92	845	91	1730	81	546	
OUTSIDE CANADA	9	29	19	41	19	5	13	75	12	8	13	83	27	515	17	638	20	1153	13	55	7	39	8	73	9	167	19	128	
TOTAL	100	317	100	217	100	24	100	558	100	71	100	629	100	1908	100	3752	100	5660	100	421	100	558	100	918	100	1897	100	674	

<sup>1/</sup> Derived from A Study of Interprovincial Travel In Canada MacDonald Research Ltd. Toronto May/September 1966. Involves a manipulation of data presented in Tables 9 & 40.



actually 59% of a total of 386,000 interprovincial trips generated by residents of the Maritimes with destinations in that region.

The Maritime Provinces drew 228,000 trips as compared with 169,000 by the Prairie Provinces and British Columbia. In effect, they were about 1.35 times as strong as Western Canada, which is a favourable market pattern.

It is important to note, however, that the Central Provinces send 20% of their trips outside Canada. About five times as many person trips had destinations in foreign countries as compared to the Maritime Provinces.

4. Percentage of Canadian Adults Taking Vacations and Vacation Trips - 1966 to 1970 - Table B18

(a) Initial Comment

No special remarks accompany this table.

(b) Salient Features and their Implications

(i) The value for adults living in the Atlantic Provinces taking at least one holiday was the lowest in any region or province in 1966 and 1970, namely 41% and 46% respectively. If Newfoundland was excluded from the Atlantic Provinces' grouping, it is possible that the value for New Brunswick and Nova Scotia would be somewhat higher. It is clear, however, that the region was at the lower end of the range of Canadian values for holiday taking.

(ii) In terms of the percentage increase between 1966 and 1970 for those taking holidays, the value of 12% for the Atlantic Provinces is equal to that of the Prairie Provinces and slightly above that for Ontario and all Canada. The large increase occurred in the Province of Quebec where holiday taking was less prevalent in earlier years, and smallest in the Province of British

Table B18

PERCENTAGE OF CANADIAN ADULTS TAKING VACATIONS & VACATION TRIPS.1966 to 1970 <sup>1/</sup>

	Percent Adults Taking at Least One Holiday					Change 1966-70	Percent Adults Taking at Least One Vacation Trip					Change 1966-70
	1966 %	1967 %	1968 %	1969 %	1970 %		1966 %	1967 %	1968 %	1969 %	1970 %	
Atlantic Provinces	41	46	38	39	46	12	37	42	32	36	44	8
Quebec	49	49	56	55	59	20	40	40	38	47	53	32
Ontario	56	61	54	59	62	11	51	57	47	52	57	12
Prairie Provinces	50	58	53	51	56	12	48	57	49	50	54	12
British Columbia	59	65	60	60	61	3	54	62	54	57	60	11
CANADA	52	56	54	55	58	11	46	50	44	49	54	17

<sup>1/</sup> Source: 1970 Motivations to Travel - Vacation Trends Canadian Government Travel Bureau, Ottawa, January 1972. Includes all Canadians 18 years and over.

Columbia where it was very common.

(iii) In 1966 the percentage of adults taking at least one vacation trip was lowest in the Atlantic Provinces, namely 37%. This provincial grouping also displayed the lowest value in 1970, namely 44%. The ratio for the Atlantic Provinces in 1970 is well below the value of 54% for all Canada, and percentages for provinces and provincial groupings which range from a low of 53% in the case of Quebec to a high of 60% in British Columbia.

5. Average Length of Vacation Trips by Party Nights 1966 to 1970 -Table B19

(a) Initial Comment

The table is self-explanatory.

(b) Salient Features and their Implications

(i) There has been no significant change in vacation length over the four-year span insofar as Canada as a whole is concerned with the average length of trips by party night being 13.2 in 1966 to 13.8 in 1970. The Province of Alberta displays the greatest upward shift from a value of 12.4 party nights in 1966 to 15.0 in 1970.

(ii) In the case of the Atlantic Provinces trip length apparently declined to 12.8 party nights for 1966 and to about 12.0 party nights for 1970. For general working purposes it is probably accurate to assume that there has been no shift in the length of the vacation trip or at most a slight decrease in tendency.

Table B19

AVERAGE LENGTH OF VACATION TRIPS BY PARTY NIGHTS AWAY FROM HOME1966 to 1970 <sup>1/</sup>

	<u>1966</u>	<u>1967</u>	<u>1969</u>	<u>1970</u>
Atlantic Provinces	12.8	12.2	12.0	12.0
Quebec	12.2	11.2	11.5	12.6
Ontario	13.4	11.7	13.1	14.0
Manitoba	15.6	16.3	10.8	15.4
Saskatchewan	12.8	12.0	11.3	13.0
Alberta	12.4	13.6	11.1	15.0
British Columbia	14.2	13.4	12.1	15.6
CANADA	13.2	12.5	11.7	13.8

<sup>1/</sup> Source Ibid.

6. Seasonal Distribution of Holiday and Vacation Trip-Taking  
1966 to 1970 - Table B20

(a) Initial Comment

The seasonal distribution of holiday and vacation trip-taking by Canadian adults from 1966 to 1970 is shown by month in Table B20. Very little unexpected is revealed in this compilation.

(b) Salient Features and their Implications

(i) July and August are the most significant months for vacation-taking and their dominance has probably increased slightly from 1966 to 1970. In the former year 67% of all vacations taken by Canadian adults started in the months of July or August and the value was 70% in 1970. About 41% of all Canadian adults were on vacation in July and August in 1970.

(ii) The Spring season as represented by the months of May and June, together with the Fall that includes September and October, appear to have become somewhat more popular as periods for vacation-taking. Approximately 15% of the vacations were taken in the spring and fall shoulders respectively in 1966. By 1970 this value had risen to 19%. It can therefore be concluded with reasonable certainty that spring and fall seasons are becoming somewhat more favoured in both a proportional and an absolute volume sense.

(iii) July and August dominate the vacation-tripping pattern. In 1968 about 74% of all vacations began in these months, but the value had declined somewhat to 69% in 1970.

The spring and fall months have increased in importance. In 1968 about 16% of the vacation trips were started in the months of May and June, and 15% in the months of September and October. By 1970 the values for both the spring and fall seasons had risen to 19 percent.

Table B20

## SEASONAL DISTRIBUTION OF HOLIDAY AND VACATION TRIP-TAKING BY CANADIAN ADULTS

1966 to 1970<sup>1/</sup>

Month Started	Percentage Taking Vacations <sup>2/</sup>					All Can. Adults	Percentage Taking Trips <sup>2/</sup>				
	1966 %	1967 %	1968 %	1969 %	1970 %		1970 %	1966 %	1967 %	1968 %	1969 %
January	3	2	2	2	2	1			2		2
February	4		3	4	3	2			3		3
March	6		4	4	4	2			4		4
April	5		4	4	5	3			5		5
May	5	15	5	5	7	4	11	5	16	7	19
June	10		12	13	12	7		11		12	
July	40	67	46	40	40	23	41	44	74	39	69
August	27		30	29	30	18		30		30	
September	9	15	9	11	10	6	11	10	15	10	19
October	6		6	9	9	5		5		9	
November	4		3	4	3	2		2		3	
December	6		4	4	5	3		3		5	

<sup>1/</sup> Source: Ibid.<sup>2/</sup> Indicates percentage distribution for those taking vacations and vacation trips.  
<sup>3/</sup> Indicates percent of all Canadian adults taking vacations or vacation trips in any month.

(iv) Table B20 provides a fairly strong indication that that vacation-taking and vacation-tripping in the spring and fall are becoming increasingly more popular in both a proportional and an absolute sense. The trend is favourable for an expansion of tourist and recreational activities in the Atlantic Provinces, but the resource foundations must be adequate to exploit the situation.

7. Canadian Adults Taking Vacations and Vacation Trips 1966 & 1970 - Table B21

(a) Initial Comment

The focus of this and succeeding tables shifts to an examination of person vacations and vacation-tripping by Canadian adults in the years 1966 and 1970. The results presented in the following tables are based upon an analysis and manipulation of data contained in the aforementioned vacation travel studies prepared for the Canadian Government Travel Bureau. The reader is cautioned to carefully examine footnote references indicating subjective judgements made and procedures adopted in the manipulation of statistics presented in these reports.

In Table B21 person vacation-taking and vacation-tripping by Canadian adults in 1966 and 1970 are summarized. The definition of a vacation trip in this instance is slightly different than that adopted in the Study of Interprovincial Travel in Canada. It is possible, therefore, to compare the totals for 1966 shown in Table B16 with those in this table.

It is of interest to note, however, that in Table B16, it is indicated that there were close to 5.0 million person trips of a vacation type involving inter-provincial travel. In Table B21 a total of 6.5 million person trips in 1966 is indicated. Considering that trips shown in this table involve those within provinces as well as those between provinces, it is to be expected that the total would be greater than that shown in Table B16.

(b) Salient Features and their Implications

(i) In 1966 residents of the Maritime Provinces took an estimated 371,000 person and 226,200 party vacation trips. This was 5.7% of

Table B21

PERSON VACATIONS AND VACATION TRIPPING BY CANADIAN ADULTS BY PROVINCE OF ORIGIN 1966 & 1970 <sup>1/</sup>

B-48

	1966										1970										% Inc. Parties
	Adult Pop. <sup>2/</sup> (18 years +)		Adults Taking at Least One <sup>3/</sup>				Estimated Total Trips				Adult Pop. <sup>2/</sup> (18 years +)		Adults Taking at Least One <sup>3/</sup>				Estimated Total Trips				
	(000)	%	Holiday (000)	%	Vacation (000)	Trip (000)	Person <sup>4/</sup> (000)	%	Party <sup>5/</sup> (000)	%	(000)	%	Holiday (000)	%	Vacation (000)	Trip (000)	Person <sup>4/</sup> (000)	%	Party <sup>5/</sup> (000)	%	
NOVA SCOTIA	442.2	3.7	181.3		162.3		194.0	3.0	118.1	2.9	484.1	3.6	219.5		210.3		292.9	2.9	178.2	2.8	51
NEW BRUNSWICK	342.3	2.9	140.7		125.9		150.5	2.3	91.6	2.3	375.6	2.8	170.1		162.8		222.2	2.2	135.3	2.2	48
PRINCE EDWARD ISLAND	62.0	.5	25.3		22.7		27.1	.4	16.5	.4	67.0	.5	30.2		29.0		40.4	.4	24.7	.4	50
MARITIME PROVINCES	846.5	7.1	347.3		310.9		371.6	5.7	226.2	5.6	926.7	6.9	419.9		402.1		555.5	5.5	338.2	5.4	49
NEWFOUNDLAND	250.9	2.1	103.2		92.3		110.4	1.7	67.2	1.7	279.8	2.1	126.9		121.5		171.7	1.7	104.5	1.7	55
ATLANTIC PROVINCES	1097.4	9.2	450.5	41	403.2	37	482.0	7.4	293.4	7.3	1206.5	9.0	546.8	46	523.6	44	727.2	7.2	442.7	7.1	51
QUEBEC	3384.2	28.4	1660.7	49	1344.2	40	1595.9	24.5	965.5	24.0	3745.4	27.8	2185.0	59	1963.6	53	2727.0	27.0	1650.2	26.4	71
ONTARIO	4277.4	35.8	2398.8	56	2166.1	51	2566.5	39.4	1591.3	39.6	4923.9	36.6	3017.3	62	2778.2	57	3858.7	38.2	2393.1	38.4	50
CENTRAL PROVINCES	7661.6	64.2	4059.5	53	3510.3		4162.4	63.9	2556.8	63.6	8669.3	64.4	5202.3	60	4741.8	54	6585.1	65.2	4043.3	64.8	58
MANITOBA	585.6	4.9	293.2		277.0		328.3	5.0	199.8	5.0	624.4	4.6	347.5		334.0		464.6	4.6	282.4	4.5	41
SASKATCHEWAN	563.7	4.7	282.2		266.7		315.9	4.9	192.3	4.8	569.2	4.2	316.0		303.7		424.2	4.2	258.8	4.2	35
ALBERTA	849.2	7.2	425.4		401.9		476.2	7.3	289.9	7.2	984.7	7.3	547.3		525.9		727.2	7.2	442.7	7.1	53
PRAIRIE PROVINCES	1998.5	16.8	1000.8	50	945.6	48	1120.4	17.2	682.0	17.0	2178.3	16.1	1210.8	56	1163.6	54	1616.0	16.0	983.9	15.8	44
BRITISH COLUMBIA	1172.7	9.8	692.9	59	628.8	54	749.1	11.5	488.7	12.1	1413.7	10.4	851.4	61	843.6	60	1171.6	11.6	764.6	12.3	56
CANADA	11930.2	100.0	6203.7	52	5487.9	46	6513.9	100.0	4020.9	100.0	13467.8	100.0	7811.3	58	7272.6	54	10099.9	100.0	6234.5	100.0	55

<sup>1/</sup> Based on data from Census of Canada Statistics Canada, and 1969 Vacation Trends and Recreational Patterns and 1970 Motivations to Travel and Vacation Trends, Canadian Government Travel Bureau, Ottawa. A trip includes travel involving one or more nights away from home during vacation period.

<sup>2/</sup> Adult population 18 years and over estimate from data in Census of Canada.

<sup>3/</sup> Initially the total number of Canadian adults taking one or more holidays or vacation trips was determined using percentages for all Canada. A second total was obtained by summing the results of applying the provincial or regional values to their adult populations. This second method yielded totals slightly above or below that obtained for all Canada using the first method. The values obtained using the first method were accepted as the most accurate and provincial and regional totals were adjusted accordingly. Adjustment involved two procedures. Firstly, the percentage distribution of the regional or provincial totals was determined and the difference distributed accordingly. This made the totals for the Atlantic Provinces, Ontario, Quebec, Prairie Provinces and British Columbia equal to the total for Canada derived under the first calculation. Provincial values for the Atlantic Provinces and the Prairie Provinces were determined on the basis of the distribution of the adjusted regional total in accordance with the distribution of population within the region.

<sup>4/</sup> Person trips were determined for Canada, the Atlantic Provinces, Quebec, Ontario, Prairie Provinces and British Columbia from data contained in the source reports. Adjustments were made in the manner indicated under footnote 3.

<sup>5/</sup> Party trips were determined for 1970 using average party size values for the Atlantic Provinces, Quebec, Ontario, Prairie Provinces and British Columbia given in the report Vacation Travel By Canadians In 1970 upon which the travel studies were based. Adjustments were made as indicated under footnote 3. Average Party sizes for 1970 were applied to the 1966 person trip data since no other information was available. The use of other types of information in the 1966 report suggests that the application of 1970 average party sizes to the 1966 person trip estimates may have yielded party values that are slightly but not significantly low.



the person trips and 5.6% of the party trips undertaken by all Canadians. Since the adult population of the Maritime Provinces in 1966 was about 7.1% of the national total, person and party tripping intensity is somewhat low.

(ii) In 1970 residents of the Maritime Provinces undertook 555,500 person vacation trips and 338,200 party vacation trips. They were, therefore, responsible for the generation of 5.5% of all person vacation trips undertaken by Canadians, and 5.4% of all vacation party trips. These values are somewhat below that of 6.9% for the adult population of the Maritime Provinces relative to that for all Canada.

(iii) Over the five-year period from 1966 to 1970 there was a 49% increase in the volume of party vacation trips undertaken by residents of the Maritime Provinces. In contrast the similar value for all Canada is 55%. The percentage increase for the Maritime Provinces is somewhat above that for the combined Prairie Provinces, namely 44%. Each of the provinces in the maritime grouping shows percentage increases above those for Manitoba and Saskatchewan, namely 41 and 35 percent, but somewhat below that for Alberta, namely 53 percent.

(iv) It can be concluded from the statistics presented in Table 21 that the intensity of person and party vacation-tripping by residents of the Maritime Provinces is somewhat below the national average and somewhat akin to that of the Prairie Provinces considered in combination. The intensity of vacation-tripping for any province in the Maritime grouping appears to be greater than that of the residents of Manitoba and Saskatchewan, but below that of Alberta. Considering the often stated socio-economic disparities confronting the residents in this region their vacation-tripping patterns appear surprisingly strong.

8. Origin Destination Patterns for Canadian Vacation Trips in 1970 -  
Tables B22, B23, B24 & B25

(a) Initial Comment

In Tables B22, B23, B24 & B25 person and party vacation trips by Canadian adults in 1970 are shown on an origin and destination basis. Highlights of these tables are summarized concurrently. From these statistical compilations the general focus and flow of vacation travel by Canadians and its relationship to the Atlantic Provinces can be readily grasped.

(b) Salient Features and their Implications

(i) Approximately 829,100 person and 502,900 party trips had destinations in the Atlantic Provinces. This was about 11.6% of all person trips and 11.2% of all party trips undertaken by Canadian residents to points within Canada. The values are somewhat above that for the resident population relative to that for all Canada, namely 6.9%.

(ii) Approximately 51% of the person and party vacation trips with destinations in the Atlantic Provinces were originated by their own residents.

(iii) Ontario is the most significant external Canadian provincial market. About 28% of all person and party vacation trips having destinations in the Atlantic Provinces were originated by residents of Ontario, and 58% of all similar trips originated by residents living outside the region.

(iv) Quebec clearly stands in second ranking among the external provincial markets. Residents of this province accounted for 16% of the person and party vacation trips with destinations in the Atlantic Region.

Table B22

PARTY VACATION TRIPS BY CANADIAN ADULTS IN 1970 BY PROVINCE OF ORIGIN AND DESTINATION <sup>1/</sup>

Province or Region of Origin	Destinations																	
	Foreign Countries			United States			Canada			British Columbia			Alberta			Saskatchewan		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
1. British Columbia	84.1	11	16.6	60.6	21	13.1	519.9	68	11.5	336.4	44	45.0	76.5	10	25.8	30.6	4	17.5
2. Alberta	22.1	5	4.4	44.3	10	3.6	376.3	85	8.4	186.0	42	24.9	119.5	27	40.3	26.6	6	15.2
3. Saskatchewan	15.5	6	3.0	25.9	10	2.1	217.4	84	4.8	49.2	19	6.6	41.4	16	13.9	82.8	32	47.3
4. Manitoba	17.0	6	3.4	50.8	18	4.2	214.6	76	4.8	62.1	22	8.3	31.1	11	10.5	11.3	4	6.4
Prairie Province 2 to 4	54.6		10.8	121.0		9.9	808.3		18.0	297.3		39.8	192.0		64.7	120.7		68.9
5. Ontario	263.2	11	52.1	430.8	18	35.2	1699.1	71	37.7	71.8	3	9.6	23.9	1	8.0	23.9	1	13.6
6. Quebec	99.0	6	19.6	429.1	26	35.0	1122.1	68	24.9	33.0	2	4.4	-	-	-	-	-	-
Central Provinces 5 & 6	362.2		71.7	859.9		70.2	2821.2		62.6	104.8		14.0	23.9		8.0	23.9		13.6
7. Atlantic Provinces	4.4	1	.9	84.1	19	6.8	354.2	80	7.9	8.9	2	1.2	4.4	1	1.5	-	-	-
TOTAL 1 to 7	505.3		100.0	1225.6		100.0	4503.6		100.0	749.4		100.0	296.8			175.2		

(continued)

Table B22 (continued)

PARTY VACATION TRIPS BY CANADIAN ADULTS IN 1970 BY PROVINCE OF ORIGIN AND DESTINATION <sup>1/</sup>  
(Cont'd)

	Manitoba			Prairie Provinces			Ontario			Quebec			Central Provinces			Atlantic Provinces		
	(000)	%		(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
1. British Columbia	22.9	3	11.4	130.0	17	19.3	38.3	5	2.5	7.6	1	.7	45.9	6	1.8	7.6	1	1.5
2. Alberta	22.1	5	11.0	168.2	38	25.0	13.3	3	.9	4.4	1	.4	17.7	4	.7	4.4	1	.9
3. Saskatchewan	20.7	8	10.3	144.9	56	21.5	12.9	5	.9	5.2	2	.5	18.1	7	.7	5.2	2	1.0
4. Manitoba	70.6	25	35.2	113.0	40	16.8	33.9	12	2.2	2.8	1	3.0	36.7	13	1.4	2.8	1	.6
Prairie Province 2 to 4	113.4		56.5	426.1		63.3	60.1		4.0	12.4		1.2	72.5		2.8	12.4		2.5
5. Ontario	47.9	2	23.9	95.7	4	14.2	1220.5	51	80.3	167.5	7	15.8	1388.0	58	53.8	143.6	6	28.5
6. Quebec	16.5	1	8.2	16.5	1	2.5	148.5	9	9.8	841.6	51	79.4	990.1	60	38.4	82.5	5	16.4
Central Provinces 5 & 6	64.4		32.1	112.2		16.7	1369.0		90.0	1009.1		95.2	2378.1		92.2	226.1		44.9
7. Atlantic Province	- -	-	-	4.4	1	.7	53.1	12	3.5	31.0	7	2.9	84.1	19	3.2	256.8	58	51.1
TOTAL 1 to 7	200.7		100.0	672.7		100.0	1520.5		100.0	1060.1		100.0	2580.6		100.0	502.9		100.0

<sup>1/</sup> Sources and Limitations Ibid.

Table B23

PERSON VACATION TRIPS BY CANADIAN ADULTS IN 1970 BY PROVINCE OF ORIGIN AND DESTINATION <sup>1/</sup>

Province or Region of Origin	PROVINCE OR REGION OF DESTINATION																	
	Foreign Countries			United States			Canada			British Columbia			Alberta		Saskatchewan			
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
1. British Columbia	128.9	11	15.9	246.0	21	12.4	796.7	68	11.2	515.5	44	43.4	117.2	10	24.5	46.9	4	16.5
2. Alberta	36.4	5	4.5	72.7	10	3.7	618.1	85	8.6	305.4	42	25.7	196.3	27	41.0	43.6	6	15.4
3. Saskatchewan	25.5	6	3.1	42.4	10	2.1	356.3	84	5.0	80.6	19	6.8	67.9	16	14.2	135.7	32	47.9
4. Manitoba	27.9	6	3.4	83.6	18	4.2	353.1	76	4.9	102.2	22	8.6	51.1	11	10.7	18.6	4	6.6
Prairie Provinces 2 to 4	89.8		11.0	198.7		10.0	1327.5		18.6	488.2		41.1	315.3		65.9	197.9		69.9
5. Ontario	424.4	11	52.1	694.6	18	35.0	2739.7	71	38.3	115.8	3	9.7	38.6	1	8.1	38.6	1	13.6
6. Quebec	163.6	6	20.1	709.0	26	35.7	1699.1	68	23.8	54.5	2	4.6	-	*	-	-	*	-
Central Provinces 5 & 6	583.0		72.2	1403.6		70.7	4438.8		62.1	170.3		14.3	38.6		8.1	38.6		13.6
7. Atlantic Provinces	7.3	1	.9	138.1	19	6.9	581.8	80	8.1	14.5	2	1.2	7.3	1	1.5	-	*	-
TOTAL 1 to 7	814.0		100.0	1986.4		100.0	7144.8		100.0	1188.5		100.0	478.4		283.4		100.0	

(continued)

Table B 23

PERSON VACATION TRIPS BY CANADIAN ADULTS IN 1970 BY PROVINCE OF ORIGIN AND DESTINATION  
(Cont'd)

	<u>Manitoba</u>			<u>Prairie Provinces</u>			<u>Ontario</u>			<u>Quebec</u>			<u>Central Provinces</u>			<u>Atlantic Provinces</u>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
1. British Columbia	35.1	3	10.8	199.2	17	18.3	58.6	5	2.4	11.7	1	.7	70.3	6	1.7	11.7	1	1.4
2. Alberta	36.4	5	11.2	276.3	38	25.4	21.8	3	.9	7.3	1	.4	29.1	4	.7	7.3	1	.9
3. Saskatchewan	33.9	8	10.4	237.5	56	21.8	21.2	5	.8	8.5	2	.5	29.7	7	.7	8.5	2	1.0
4. Manitoba	116.1	25	35.6	185.8	40	17.1	55.7	12	2.3	4.7	1	.3	60.4	13	1.4	4.7	1	.6
Prairie Province 2 to 4	186.4		57.2	699.6		64.3	98.7		4.0	20.5		1.2	119.2		2.8	20.5		2.5
5. Ontario	77.1	2	23.6	154.3	4		1968.0	51	80.1	270.1	7	15.5	2238.1	58	53.3	231.5	6	27.9
6. Quebec	27.3	1	8.4	27.3	1		245.4	9	10.0	1390.8	51	79.7	1636.2	60	38.9	143.6	5	17.3
Central Province 5 & 6	104.4		32.0	181.6		16.7	2213.4		90.1	1660.9		95.2	3874.3		92.2	375.1		45.2
7. Atlantic Provinces		*		7.3	1	.7	87.3	12	3.5	50.9	7	2.9	138.2	19	3.3	421.8	58	50.9
TOTAL 1 to 7	325.9			1087.7		100.0	2458.0			1744.0		100.0	4202.0		100.0	829.1		100.0

<sup>1/</sup> Based on 1970 Motivations to Travel and Vacation Trends Canadian Government Travel Bureau. The percentage value for the destination of the last vacation trip shown in the source document has been applied to volume totals for all vacation trips shown in Table B21. Since the interviews were conducted in August and September the percentage values for the last trip are biased to an unknown degree towards business and early fall travel.

\* less than 1 per cent

Table B24

PARTY VACATION TRIPS BY CANADIAN ADULTS IN 1970 TO DESTINATIONS IN CANADA BY PROVINCE OF ORIGIN <sup>1/</sup>

Province or Region of Origin	Destinations																			
	British Columbia		Alberta		Saskatchewan		Manitoba		Prairie Provinces		Ontario		Quebec		Central Provinces		Atlantic Provinces		Total	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
1. BRITISH COLUMBIA	336.4	64.7	76.5	14.7	30.6	5.9	22.9	4.4	130.0	25.0	38.3	7.4	7.6	1.4	45.9	8.8	7.6	1.5	519.9	100.0
2. ALBERTA	186.0	49.4	119.5	31.7	26.6	7.1	22.1	5.9	168.2	44.7	13.3	3.5	4.4	1.2	17.7	4.7	4.4	1.2	376.3	100.0
3. SASKATCHEWAN	49.2	22.6	41.4	19.1	82.8	38.1	20.7	9.5	144.9	66.7	12.9	5.9	5.2	2.4	18.1	8.3	5.2	2.4	217.4	100.0
4. MANITOBA	62.1	28.9	31.1	14.5	11.3	5.3	70.6	32.9	113.0	52.7	33.9	15.8	2.8	1.3	36.7	17.1	2.8	1.3	214.6	100.0
PRAIRIE PROVINCES 2 to 4	297.3	36.8	192.0	23.8	120.7	14.9	113.4	14.0	426.1	52.7	60.1	7.5	12.4	1.5	72.5	9.0	12.4	1.5	808.3	100.0
5. ONTARIO	71.8	4.2	23.9	1.4	23.9	1.4	47.9	2.8	95.7	5.6	1220.5	71.8	167.5	9.9	1388.0	81.7	143.6	8.5	1699.1	100.0
6. QUEBEC	33.0	2.9					16.5	1.5	16.5	1.5	148.5	13.2	841.6	75.0	990.1	88.2	82.5	7.4	1122.1	100.0
CENTRAL PROVINCES 5 & 6	104.8	3.7	23.9	.9	23.9	.9	64.4	2.2	112.2	4.0	1369.0	48.5	1009.1	35.8	2378.1	84.3	226.1	8.0	2821.2	100.0
7. ATLANTIC PROVINCES	8.9	2.5	4.4	1.2					4.4	1.3	53.1	15.0	31.0	8.7	84.1	23.7	256.8	72.5	354.2	100.0
TOTAL 1 to 7	747.4	16.6	296.8	6.6	175.2	3.9	200.7	4.4	672.7	14.9	1520.5	33.8	1060.1	23.5	2580.6	57.3	502.9	11.2	4503.6	100.0

<sup>1/</sup> Source and Limitations Ibid.

Table B 25

VACATION TRIPS BY CANADIANS TO DESTINATIONS IN THE ATLANTIC PROVINCES IN 1970<sup>1/</sup>

	<u>(000)</u>	<u>Persons</u> <u>%</u>	<u>%<sup>2/</sup></u>	<u>(000)</u>	<u>Parties</u> <u>%</u>	<u>%<sup>2/</sup></u>
Atlantic Provinces	421.8	51.3		256.8	51.1	
Quebec	136.4	16.6	34.1	82.5	16.4	33.5
Ontario	231.5	28.2	57.9	143.6	28.5	58.4
Central Provinces	367.9	44.8	92.0	226.1	44.9	91.9
Manitoba	4.7	.6	1.2	2.8	.6	1.1
Saskatchewan	8.5	1.0	2.1	5.2	1.0	2.1
Alberta	7.3	.9	1.8	4.4	.9	1.8
Prairies Provinces	20.5	2.5	5.1	12.4	2.5	5.0
British Columbia	11.7	1.4	2.9	7.6	1.5	3.1
TOTAL	829.1	100.0	100.0	502.9	100.0	100.0

1/ Based on Tables B 21 and B 22

2/ Percent of Persons or Parties coming from outside the Atlantic Provinces.



(v) Volume totals and percentages for all other provinces west of Ontario and Quebec are of minor consequence. British Columbia displays the strongest values and they are not particularly large.

(vi) The flow of party vacation trips originated by residents of the Central Provinces of Ontario and Quebec to various destinations throughout Canada is of key interest since these provinces form the core of the extra-regional market. The Atlantic Provinces received about 226, 100 party trips or 8% of the total originated by residents of the Central Provinces. The appropriate values for Ontario were 143, 600 and 8.5%, and those for Quebec 82, 500 and 7.4%.

Approximately 217, 000 party trips undertaken by residents of the Central Provinces had destinations in British Columbia and the Prairie Provinces. In effect, the Atlantic Provinces drew about 1.04 times the number of trips from the Central Provinces as did those provinces lying to their west. Stated in another way, residents of the Central Provinces seem to move in about equal volume intensity to destinations in the Atlantic Provinces to their east, and the Prairie Provinces and British Columbia to their west.

(vii) Residents of the Province of Ontario generated about 143, 600 party trips to the Atlantic Provinces in 1970. In contrast they sent approximately 167, 500 trips to British Columbia and the Prairie Provinces combined; about 1.17 times as many trips as were undertaken to destination in the Atlantic Provinces. Interestingly, Ontario residents made 167, 500 trips to the Province of Quebec. This total was approximately equal to that of British Columbia and the Prairie Provinces. Moreover, the volume of trips to destinations in Quebec Province was only 1.17 times that to destinations in the Atlantic Provinces.

(viii) Residents of the Province of Quebec made about 82, 500 party and 143, 600 person vacation trips to the Atlantic Provinces in 1970. They made about 49, 500 party trips to the Prairie Provinces

and British Columbia, which was 60% of the total to destinations in the Atlantic Provinces.

Residents of this province made approximately 148,500 destinations in Ontario. This is about 1.8 times the number of trips made to the Atlantic Provinces. Considering the closer proximity of Ontario to the dense population concentrations of the St. Lawrence and the Ottawa Valley triangle the comparative values are quite favourable for the Atlantic Provinces. In effect, they suggest that the Atlantic Provinces have a strong attraction for Quebec residents.

(ix) About 80% of all person or party trips undertaken by residents of the Atlantic Provinces had destinations within Canada. This is somewhat above the value of 72% for trips by all Canadians. Among the individual provinces only Alberta and Saskatchewan showed a higher proportion of total vacation trips generated by its residents with destinations within their boundaries. In effect, there is a comparatively strong tendency for the Atlantic residents to confine their vacation-tripping to destinations within the Atlantic Region. This pattern is obviously favourable from a marketing standpoint and indicates that any weaknesses in the resident market are due to population scale and ability to spend rather than to regional resource attractivity.

(x) In 1970 the Atlantic Provinces generated approximately 7,300 person and 4,400 party trips to foreign destinations, that is, to countries other than the United States. This was about .9% of the person and party trips undertaken by all Canadians to foreign destinations. In effect, the value is substantially below that for the adult population of the Atlantic Provinces in 1970 relative to all Canada, namely 6.9%. Only 1% of the person or party vacation trips undertaken by residents of the Atlantic Provinces had destinations in foreign countries compared with slightly over 8% of those trips undertaken by all Canadians. Clearly, foreign travel is not

as strongly represented in the vacation-tripping patterns of the Atlantic Provinces as is the case with the residents of other portions of Canada.

(xi) Residents of the Atlantic Provinces generated about 138, 100 person and 84, 100 party vacation trips to destinations in the United States in 1970. This was approximately 6.9% of the person and 6.8% of the vacation trips to American destinations undertaken by all Canadians. The value is similar to that for total population, noted above, namely 6.9 per cent. About 19% of all person or party vacation trips undertaken by residents of the Atlantic Provinces had destinations in the United States which is almost identical with the ratio for all Canada. In effect, the propensity for vacation-tripping to destinations in the United States is quite strong in a national comparative sense.

9. Reasons for Choosing the Atlantic Provinces as a Vacation Destination in 1970 - Table B26

(a) Initial Comment

In Table B26 the main reasons for choosing the Atlantic Provinces as a vacation destination in 1970 are summarized. Distinctions between residents of other Canadian Provinces and residents of the Atlantic Provinces are shown.

(b) Salient Features and their Implications

(i) The desire to visit friends and relatives occupies the leading position. In this case, ratio for visitors from other provinces however is markedly higher, namely 49%, than that for residents of the Atlantic Provinces choosing destinations in this region, namely 37%.

(ii) Sightseeing, beautiful scenery, first-time visitation, all of which might be grouped together as landscape touring, are of major consequence. The ratio for visitors from other provinces

MAIN REASON FOR CHOOSING ATLANTIC PROVINCES AS A VACATION

DESTINATION IN 1970 <sup>1/</sup>

	Percentage of All Travellers From		
	<u>Other Prov.</u>	<u>Own Prov.</u>	<u>All Can. Prov.</u>
1. Visit Friends and Relatives	49	37	45
2. Sightseeing	25	15	22
3. Beautiful Scenery	4	2	4
4. Never Been There Before	13	1	9
Sub Total 2,3,&4	42	18	35
5. Swimming Beaches Ocean	5	3	5
6. Fishing	2	4	2
7. Camping	2	8	4
8. Other Outdoor Activities	1	6	3
Sub Total 5,6,7,&8	16	21	14
9. Relaxing Atmosphere, Good Rest	5	8	6
10. Get Away Out of City Pollution	4	6	5
11. Low Cost	0	1	1
12. Shopping (Better Buys)	0	3	1
13. Have a Cottage	2	3	2
14. Other Reasons	15	19	16
15. Not stated	3	12	6
TOTAL <sup>2/</sup>	130	128	131

<sup>1/</sup> Source and Limitations Ibid.

<sup>2/</sup> Adds to over 100% because of multiple main reasons listed by respondents.

in this instance is 42%. Residents from the Atlantic Region, however, show a value for this combination of factors of only 18 percent.

(iii) Swimming, beaching, fishing, camping and other outdoor activities that might be grouped together as general outdoor activities received 10% of the total listing of main reasons by residents of other provinces. The value for residents of the Atlantic Provinces in this instance was 21 percent.

(iv) It is interesting to note that the percentage values for all other reasons are modest in scale. The relaxing atmosphere and the opportunity for a good rest so frequently stated as one of the attractions of the region were not particularly significant. The value for residents of other provinces was 5% and that of the Atlantic Region 8 percent.

10. Canadian Adults Taking One, Two or More Vacation Trips 1969 and 1970 -  
Table B27

(a) Initial Comment

In Table B27 some indication is provided of the multiplicity of vacation trips now undertaken by Canadian residents on the basis of studies in 1969 and 1970. There is little of significance in this compilation in relation to the objectives of the study.

(b) Salient Features and their Implications

(i) Multiple trip-taking appears to be increasing.

(ii) The value for multiple trip-taking is noticeably lower in the Atlantic Provinces than in other portions of Canada listed in the table. This feature compared with other parts of Canada coincides fairly well with socio-economic patterns within the region.

Table B 27

CANADIAN ADULTS TAKING ONE, TWO, OR MORE VACATION TRIPS 1969 & 1970

	<u>Taking Only One Trip</u>		<u>Taking Two or More Trips</u>	
	1969 %	1970 %	1969 %	1970 %
Atlantic Provinces	28	35	8	9
Quebec	35	39	13	14
Ontario	39	41	13	16
Prairies	34	39	16	15
British Columbia	42	41	15	19

1/ Sources: Ibid.

SECTION C.

TRAVEL PATTERNS TO AND WITHIN THE MARITIME PROVINCES

- DESTINATION AREA ANALYSIS -

## I. INTRODUCTION

In this portion of the report the focus shifts to an analysis of available data related to actual visitation to the Maritime Provinces essentially by Americans, and Canadians living in other parts of Canada, together with inter- and intra- provincial travel by residents of the region. In effect, this portion of the study involves what is frequently referred to as destination area analysis as opposed to origin area analysis with which Part One is concerned.

Several distinct sources of information are available. The Exit Survey of the Maritime Provinces for 1971 that covers the period from May 15th to October 31st represents the keystone data source. At particular points some useful statistics obtained from the Province of Nova Scotia are interjected. Finally, travel by residents of the region to destinations within provincial boundaries is estimated from data contained in studies completed for the former Atlantic Development Board.

Data from several separate sets or series of printouts prepared from the results of the 1971 Exit Survey are employed. Each series involves a distinct time period and a universe of exiting travellers. Volume totals for any particular aspects of travel therefore can vary considerably, a feature that can lead to some confusion for the reader. Secondly, extreme caution must be exercised in any comparative process involving data from differing series or sets of printouts.

In the footnote references to all tables, an attempt has been made to clearly set out the limits of the data presented in terms of the season and the universe of travellers included. In order to provide additional



clarity the situation is reviewed in summary fashion at this point.

One set or series of printouts and the tables constructed therefrom cover a time period from May 15th to October 31st, that is referred to in this report as the Entire Season. All travellers, including commuters staying less or more than 24 hours, are included. In the case of Nova Scotia and New Brunswick only automobile travellers are involved, but in Prince Edward Island travellers by automobile, bus and plane have been included. It is to be noted, however, that of a total of 164,900 parties exiting Prince Edward Island, only 9,000 were travelling by bus and plane.

In the table that follows some control totals for travel in the Entire Season are shown. These are certain to prove useful to those requiring quick confirmation of the precise universe of exiting parties or persons included in a particular total.

Control Totals For Entire Season

	Persons In			Expenditures		
	Parties (000)	Parties Replying (000)	Total Count (000)	Major	Minor	Combined
				\$ (000)	\$ (000)	\$ (000)
Nova Scotia	431.0	1,180.4	1,244.1	4,775	40,929	45,704
New Brunswick	1,394.3	3,581.3	3,856.6	6,755	46,267	53,022
P. E. I.	164.9	493.3	494.8	658	14,917	15,575
Maritime Prov.				12,188	102,113	114,301

From data contained in another series of computer printouts for parties exiting between June 15th to September 15th, that is referred to as the Main or High Season in this report, another set of tables has been prepared. In this instance, all commuters staying less than 24 hours in New Brunswick, Nova Scotia or Prince Edward Island are excluded. The universe of exiting vehicles for New Brunswick and Nova Scotia is confined to automobile travellers

but in the case of Prince Edward Island those travelling by plane, bus and automobile are included. The major difference between the values shown for the Main or High Season and those for the Entire Season is the shorter time period covered, and the exclusion of commuters staying less than 24 hours in a province. Control totals for this series of tables are presented below.

## Control Totals For Main Season

			Persons In		Expenditures		
	Parties (000)	%	Parties Replying (000)	Total Count (000)	Major \$ (000)	Minor \$ (000)	Combined \$ (000)
	<u>Nova Scotia</u>						
Canadian	152.1	61.6	471.3	491.7	1,003	15,897	16,900
U. S. A.	94.8	38.4	278.0	291.4	172	14,152	14,324
Total	246.9		749.3	783.1	1,175	30,049	31,224
<u>New Brunswick</u>							
Canadian	325.6	56.2	915.0	967.1	3,801	24,711	28,512
U. S. A.	253.9	43.8	660.2	706.9	983	15,305	16,288
Total	579.5		1,575.2	1,674.0	4,784	40,016	44,800
<u>P. E. I.</u>							
Canadian	86.7	71.1	277.4	267.8 (car only)	313	9,289	9,602
U. S. A.	35.3	28.9	109.9	108.9 (car only)	25	3,330	3,363
Total	122.0		387.3	376.7	338	12,627	12,965
<u>Maritime Prov.</u>							
Canadian					5,117	49,897	55,014
U. S. A.					1,180	32,795	33,795
Total					6,297	82,692	88,809

A third series of printouts were specially prepared for the Department of Regional Economic Expansion. In this case, values are shown separately on the basis of day, overnight and extended trips for both the Main and Extended Seasons. In this instance, the Main Season includes the period June 15th to September 15th and the Extended Season, which is sometimes referred to as the spring-and-fall-

shoulder seasons, includes the periods May 15th to June 14th and September 16th to October 31st combined. The addition of values for the Main and Extended Seasons gives totals for the Entire Season.

In the case of New Brunswick and Nova Scotia the universe of travellers included is exactly the same as noted in the discussion of values for the Entire Season. In the case of Prince Edward Island, air and bus travellers that were previously included in the Entire Season have been excluded. Control totals for this series are presented below.

Control Totals For Entire Season By Day, Overnight and Extended Trips

	Parties (000)	Persons In		Expenditures		
		Parties Replying (000)	Total Count (000)	Major \$(000)	Minor \$(000)	Combined \$ (000)
Nova Scotia	431.0	1,180.4	1,244.1	4,775	40,929	45,704
New Brunswick	1,394.3	3,581.3	3,856.6	6,755	46,267	53,022
P. E. I.	155.9	476.9	478.4	501	13,552	14,053
Maritime Prov.				12,031	100,748	112,779

Another set of tables based upon computer printouts prepared for the Department of Regional Economic Expansion in order that the regional totals, unobtainable by direct addition could be discerned, are also presented. It was clear that the volume visitor-person-and-party totals for the Maritime Provinces, considered as a region, could not be obtained by the simple addition of values for each province since many parties and persons visited several provinces.

The universe of travellers involved in the regional totals includes all automobile parties exiting the Maritime Provinces as a region. Automobile parties exiting via North Sydney and Yarmouth in Nova Scotia, together with those leaving via New Brunswick portals to Quebec and Maine, are included. Vehicle parties with Maritime Provinces' registration exiting Prince Edward

Island or moving between New Brunswick, Nova Scotia or Prince Edward Island are not included. Travel by residents of the Maritime Provinces within the maritime region is therefor excluded.

Control totals for the regional set of tables are presented below.

Control Totals For Regional Tables

	Main Season	Extended Season	Entire Season
<u>Parties (000)</u>			
Canadian	322.8	74.6	397.4
American	424.4	168.9	593.3
Foreign	.2	.5	.7
Unknown	1.2	1.3	2.5
TOTAL	748.6	245.3	993.9

## II. FORMAT OF THE ANALYSIS AND PRESENTATION

In general outline the format or schemata adopted for the presentation and discussion of the tables related to actual tourist visitation in the Maritime Provinces parallels that used in the origin area analysis. In effect, the discussion of specific sets of tables commences with initial comments and concludes with a point-form summation of their salient features and implications for tourist and recreational planning. There are some differences involved, however, that require note.

A set of major topics has been identified, and the related tables compiled from the various sets of printouts from the 1971 Exit Survey grouped thereunder. For example, total volume visitation has been selected as a topic, and tables showing values for the Entire, Main and Extended Seasons grouped thereunder. Frequently additional bodies of evidence derived from various sources

that are related to the topic are included. The situation is always clearly explained in a subsection entitled "Initial Comment."

The reader is again cautioned that it is essential to determine the particular universe of travellers and time periods of visitation involved from table headings and footnotes. The introductory comments will prove useful in this regard and should be referred to regularly until the reader is clearly familiar with the general situation. It is to be noted that comparisons between quantities shown for the various seasons frequently are not possible due to differences in the universe of travellers involved.

The limitations imposed upon comparative procedures are directly related to differences in the universe of exiting parties encompassed in the sets or series of computer printouts. Several of the runs were commissioned by the three Maritime Provinces involved in the 1971 Exit Survey and were naturally designed to meet their specific requirements. Other runs were commissioned by the Department of Regional Economic Expansion with its specific needs dictating procedures.

It was felt essential to analyse and present significant data from all runs in order that the full range of perspectives and statistical values likely to enter into discussions between the Department of Regional Economic Expansion and the provinces would be available in a single compendium. This decision obviously complicated and enlarged analytical procedures and data presentation.

Finally, it is noted that the initial sets of printouts prepared were those commissioned by the provinces. Subsequently special runs commissioned by the Department of Regional Economic Expansion were completed. It was clear that much of the information contained in the printouts prepared for the provinces was of significance in relation to the objectives of this study, and in cases where regional totals could be obtained by the straightforward addition of provincial values adequate. There was considerable uncertainty with respect to the time at which the results of the special printouts, commissioned by the Department of Regional Economic Expansion, would be available, and the reliability of the information compiled in this manner remained somewhat

in doubt. This particular set of circumstances necessitated a widespread frontal attack on the whole body of information contained in several sets of printouts. If it had been possible to delay the analysis until all printouts were available a somewhat different procedure would have been followed.

There is a substantial body of information contained in the printouts that has not been incorporated in the tables presented in this report. While much of the information "passed over" undoubtedly will have value in relation to specific problems related to tourist and recreation development in the Maritime Provinces, time and cost restraints necessitated fairly stringent selectivity on the basis of the essential requirements of this study.

A multitude of interesting interrelationships can be identified and examined in considerable detail from data presented in the tables that follow. Discussion is limited to the identification of values, patterns and interrelationships considered of major importance in terms of the objective of this study.

### III. SUMMARY OF THE RESULTS OF THE ANALYSIS

#### 1. Party and Person Volume Visitation to Individual Provinces During the Entire Summer Season, Commuting and Time of Exiting - Tables C-1, C-2 & C-3

##### (a) Initial Comment

In Table C-1 total party and person visitation to the individual Maritime Provinces during the Entire Season (May 15th to October 31st) as revealed in the exit survey is summarized. In Table C-2 the commuter component of this visitation is distinguished. Table C-3 shows the distribution of exiting parties by daily time periods.

##### (b) Salient Features and Their Implications

(i) Considering only the universe of automobile

Table C1

TOTAL PARTY AND PERSON VOLUME VISITATION TO THE MARITIME PROVINCES IN 1971<sup>1/</sup> ENTIRE SEASON (May 15-Oct 31)

Province	All Types and Purposes of Travel						Person Travelling by											
	Parties		Persons In		Total Count <sup>4/</sup>		Parties By		Automobile		All Transport		Parties Reply <sup>3/</sup>		All Transport			
	(000)	%	(000)	Reply <sup>3/</sup> %	(000)	%	(000)	%	(000)	%	(000)	%	(000)	Reply <sup>3/</sup> %	(000)	%		
I NOVA SCOTIA							431.0	21.7	431.0	21.7	1180.4	22.5	1244.1	22.3	1180.4	22.5	1244.1	22.2
II NEW BRUNSWICK							1394.3	70.4	1394.3	70.0	3581.3	68.4	3856.6	69.1	3581.3	68.1	3856.6	68.9
III PRINCE EDWARD ISLAND <sup>2/</sup>																		
Auto	155.9	94.5	476.9	96.7	478.4	96.7												
Bus	2.0	1.2	4.1	.8	4.1	.8												
Plane	7.0	4.2	12.3	2.5	12.3	2.5												
TOTAL III	164.9	100.0	493.3	100.0	494.8	100.0	155.9	7.9	164.9	8.3	476.9	9.1	478.4	8.6	493.3	9.4	494.8	8.9
TOTAL <sup>5/</sup>							1981.2	100.0	1990.2	100.0	5238.6	100.0	5579.1	100.0	5255.0	100.0	5595.5	100.0

<sup>1/</sup> Data from Print-outs for 1971 Auto Exit Survey of the Maritime Provinces. Covers the period - mid May until end of October. Includes all Visits by non-residents of Maritime Provinces, interprovincial visitation by residents of the Maritime Provinces. Car Travel by Residents of Prince Edward Island and Nova Scotia to destinations outside the Maritime Provinces via the Province of New Brunswick is included.

<sup>2/</sup> In Prince Edward Island Bus and Plane travellers were included in the Exit Survey. Only Automobile parties were included in the survey in Nova Scotia and New Brunswick.

<sup>3/</sup> Includes the number of people in the party for when the party head interviewed was replying.

<sup>4/</sup> Includes all people in an automobile including hitch-hikers, and members of a second party travelling in the same vehicle.

<sup>5/</sup> Parties frequently visited more than one province. The total is therefore greater than the number of individual parties visiting the Maritime Provinces as a region.

Table C 2

PARTIES EXITING THE MARITIME PROVINCES BY TYPE-ENTIRE SEASON 1971<sup>1/</sup>

Province	<u>Commuters</u> <sup>2/</sup>			<u>Visitors Staying</u>					
	<u>(000)</u>	<u>%</u>	<u>%</u>	<u>Less than 24 hrs.</u> <sup>3/</sup>			<u>More than 24 hrs.</u> <sup>4/</sup>		
				<u>(000)</u>	<u>%</u>	<u>%</u>	<u>(000)</u>	<u>%</u>	<u>%</u>
NOVA SCOTIA	20.4	4.7	15.7	99.3	23.1	12.1	311.3	72.2	29.9
NEW BRUNSWICK	108.9	7.8	83.8	705.5	50.6	86.0	579.9	41.6	55.8
P. E. I. <sup>5/</sup>	.7	.4	.5	15.7	9.5	1.9	148.5	90.1	14.3
<b>TOTAL</b> <sup>6/</sup>	<b>130.0</b>	<b>6.5</b>	<b>100.0</b>	<b>820.5</b>	<b>41.2</b>	<b>100.0</b>	<b>1039.7</b>	<b>52.3</b>	<b>100.0</b>

<sup>1/</sup> Source: Ibid.

<sup>2/</sup> A commuter party is defined as one staying less than 24 hours enroute to a regular job.

<sup>3/</sup> Visitors staying less than 24 hours in the province.

<sup>4/</sup> Visitors staying more than 24 hours in the province. Includes a small number of commuters.

<sup>5/</sup> Includes auto, air and bus travellers.

<sup>6/</sup> Not to be considered as a total of individual parties for the Maritime Provinces; considered in combination or as a region.



Table C 3

TIME OF EXITING--ENTIRE SEASON <sup>1/</sup>

<u>Time Period</u>	<u>Parties Exiting</u>					
	Nova Scotia		New Brunswick		Prince Edward Is.	
	<u>(000)</u>	<u>%</u>	<u>(000)</u>	<u>%</u>	<u>(000)</u>	<u>%</u>
Morning (6-12)	59.8	13.9	559.9	40.2	75.8	46.0
Afternoon (12-6)	158.3	36.7	621.6	44.6	80.2	48.6
Evening (6-12)	138.7	32.2	43.8	3.1	8.9	5.4
Night (12-6)	74.2	17.2	169.0	12.1		
TOTAL	431.0	100.0	1394.3	100.0	164.9	100.0

<sup>1/</sup> Source Ibid. Includes all purposes and types of travel including commuting and also air and bus parties exiting P.E.I.

travellers, but including all parties and persons irrespective of purpose of travel and length of stay, New Brunswick ranked first in the volume of exiting parties with a total of just under 1.4 million. This was 70% of total exits recorded by all three Maritime Provinces. Nova Scotia ranked second with a party total of 431,000. This was about 22% of the regional total and 31% of that recorded by New Brunswick. About 155,900 automobile parties exited Prince Edward Island, which was 8% of the regional volume and 11% of that of New Brunswick.

Frequently the same party visited several provinces, hence the regional total for individual parties cannot be obtained by straightforward addition. It is only possible to calculate the relative strength of provinces in terms of percentage values for exits as above.

(ii) The average size of the respondent parties, that is the parties for whom the person interviewed is replying as opposed to the total number of people in the car, was largest in the case of Prince Edward Island, namely 3.06. Similar value for Nova Scotia was 2.74 and that for New Brunswick 2.57, indicating no significant difference.

(iii) Hitch-hikers and friends and relatives not included as part of the respondent's party were inconsequential in Prince Edward Island, amounting only .3% of all automobile occupants. They were of somewhat greater importance in Nova Scotia with the corresponding value being 5.1%, and in New Brunswick 7.1%.

(iv) Table C-2 indicates that commuters and day visitors add substantially to party volume totals for the region and particularly in New Brunswick.

The commuters enroute to a regular job and staying less than 24 hours in the province represented 7.8% of the parties exiting New Brunswick. Similar values for Nova Scotia and Prince Edward Island were 4.7% and .4% respectively.

Day visitors, that is those staying less than 24 hours represented 50.6% of all parties exiting New Brunswick. Similar values for Nova Scotia and Prince Edward Island were 23.1% and 9.5% respectively.

(v) If commuters and day visitors are removed from consideration, the difference between volume totals for each of the provinces is reduced, but New Brunswick remains dominant with 579,900 parties. The total of 311,300 parties for Nova Scotia is about 54% of that of New Brunswick, and 148,500 exiting parties for Prince Edward Island is approximately 25.6%. Considering only automobile travellers exiting Prince Edward Island the comparative value is about 24.0%.

The fact that the majority of the long-stay parties visiting Prince Edward Island or Nova Scotia exit via New Brunswick and that parties from Maine and Quebec can and do visit New Brunswick without staying in the other two provinces, is the basic cause for the dominance of New Brunswick. The importance of this situation is more clearly seen in the analysis of party days and nights spent in each province.

(vi) Table C-3 indicates a substantial difference in

the time of exit by province.

Exiting from Prince Edward Island which is controlled essentially by ferry scheduling is about equally divided between morning (46.0%) and afternoon (48.6%). The evening period from 6:00 P.M. to 12:00 P.M. accounts for only 5.4%, and there was no exiting between 12:00 P.M. and 6:00 A.M.

In New Brunswick 40.2% of the exiting parties left in the morning period between 6:00 A.M. and 12:00 noon and another 44.6% between 12:00 noon and 6:00 P.M. The value of 40.2% for the morning period contrasts sharply with that for Nova Scotia, namely 13.9%. Parties exiting New Brunswick are probably anxious to leave early so as to travel a substantial distance on their return trip home or towards destinations in Prince Edward Island, or Nova Scotia.

The value for exiting parties from New Brunswick in the evening period from 6:00 P.M. to 12:00 midnight is only 3.1%, but it is 32.2% for Nova Scotia. There is a suggestion of a tendency for people to delay their stay in Nova Scotia and move out in the evening period. It is clear, however, that they stop overnight in New Brunswick, probably due to the operation of trip time and distance factors.

2. Seasonal Person and Party Volume Visitation - Tables C-4,  
C-5 & C-6

(a) Initial Comment

The seasonal distribution of parties entering and exiting the Maritime Provinces is shown by trip length and type in Table C-4. In Table C-5 party and person volume visitation

Table C 4

PARTY VOLUME VISITATION BY AUTOMOBILE TO INDIVIDUAL MARITIME PROVINCES IN 1971 BY SEASON & TRIP LENGTH CATEGORIES<sup>1/</sup>

Exiting Periods	Day Trips			Overnight Trips			Extended Trips			Commuters			All Trips		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
<u>Main Season (June 15 - Sept. 15)</u>															
Nova Scotia	52.1	8.9	17.1	117.4	21.0	38.6	129.5	44.2	42.6	5.3	8.0	1.7	304.3	20.3	100.0
New Brunswick	519.4	89.2	48.6	368.9	66.0	34.5	119.4	40.8	11.2	60.7	92.0	5.7	1,068.4	71.2	100.0
Prince Edward Island	10.8	1.6	8.5	72.6	13.0	56.9	44.1	15.0	34.6				127.5	8.5	100.0
Total	582.3	100.0	38.8	558.9	100.0	37.3	293.0	100.0	19.5	66.0	100.0	4.4	1,500.2	100.0	100.0
<u>Extended Seasons (May 15 - June 14 &amp; Sept. 16 - Oct. 31)</u>															
Nova Scotia	47.2	19.9	37.3	38.2	29.4	30.1	26.3	52.1	20.8	15.0	23.5	11.8	126.7	26.3	100.0
New Brunswick	185.9	78.4	57.0	72.3	55.7	22.2	19.5	38.6	6.0	48.2	75.7	14.8	325.9	67.8	100.0
Prince Edward Island	3.9	1.7	13.7	19.3	14.9	68.0	4.7	9.3	12.5	.5	.8	1.8	28.4	5.9	100.0
Total	237.0	100.0	49.3	129.8	100.0	27.0	50.5	100.0	10.5	63.7	100.0	13.2	481.0	100.0	100.0
<u>Entire Season (May 15 - Oct. 31)</u>															
Nova Scotia	99.3	12.1	23.0	155.6	22.6	36.1	155.8	45.4	36.2	20.3	15.6	4.7	431.0	21.7	100.0
New Brunswick	705.3	86.1	50.6	441.2	64.1	31.6	138.9	40.4	10.0	108.9	84.0	7.8	1,394.3	70.4	100.0
Prince Edward Island	14.7	1.8	9.4	91.9	13.3	59.0	48.8	14.2	31.3	.5	.4	.3	155.9	7.9	100.0
Total	819.3	100.0	41.4	688.7	100.0	34.8	343.5	100.0	17.3	129.7	100.0	6.5	1,981.2	100.0	100.0

<sup>1/</sup> Day, Overnight and extended trips are defined on the basis of the length of stay of the parties in the provinces that they were exiting.

Table C 5

TOURIST PARTY AND PERSON VOLUME VISITATION TO THE MARITIME PROVINCES IN MAIN 1971 SEASON (JUNE 15 - SEPT. 15) <sup>1/</sup>

	<u>Nova Scotia</u>		<u>New Brunswick</u>		<u>Prince Edward Island</u>	
	<u>(000)</u>	<u>%</u>	<u>(000)</u>	<u>%</u>	<u>(000)</u>	<u>%</u>
<b>A PARTIES</b>						
<b>I <u>By All Modes Transport</u></b>						
Canadian	152.1	61.6	325.6	56.2	86.7	71.1
American	94.8	38.4	253.9	43.8	35.3	28.9
Total	246.9	100.0	579.5	100.0	122.0	100.0
<b>II <u>By modes of Transport</u></b>						
<b><u>Automobile</u></b>						
Canadian	152.1	61.6	325.6	56.2	81.8	70.3
American	94.8	38.4	253.9	43.8	34.6	29.7
Total	246.9	100.0	579.5	100.0	116.4	100.0
<b><u>Bus</u></b>						
Canadian					1.7	100.0
American					-	-
Total					1.7	100.0
<b><u>Plane</u></b>						
Canadian					3.2	82.1
American					.7	17.9
Total					3.9	100.0

(continued)

Table C 5

TOURIST PARTY AND PERSON VOLUME VISITATION TO THE MARITIME PROVINCES IN MAIN 1971 SEASON (JUNE 15 - SEPT. 15) <sup>1/</sup>  
(Cont'd)

B PERSONSI In Parties Replied1. All Modes Transport

Canadian	471.3	62.9	915.0	58.1	277.4	71.6
American	278.0	37.1	660.2	41.9	109.9	28.4
Total	749.3	100.0	1575.2	100.0	387.3	100.0

2. Automobile Only

Canadian	471.3	62.9	915.0	58.1
American	278.0	37.1	660.2	41.9
Total	749.3	100.0	1575.2	100.0

II Total Count1. All Modes Transport

Canadian	491.7	62.8	967.1	57.8
American	291.4	37.2	706.9	42.2
Total	783.1	100.0	1674.0	100.0

2. Automobile

Canadian	491.7	62.8	967.1	57.8	267.8	71.1
American	291.4	37.2	706.9	42.2	108.9	28.9
Total	783.1	100.0	1674.0	100.0	376.7	100.0

<sup>1/</sup> Data Source Ibid. - for period June 15 - September 15. Excludes commuters staying less than 24 hours.

MONTHLY CENSUS OF MOTOR CARS ENTERING NOVA SCOTIA 1966 TO 1971<sup>1/2/</sup>

C-16

Table C-6

(Includes All Purposes of Travel)

Month & Origin Area	1966				1967		1968		1969		1970		1971			
	000	%	%	Index	(000)	Index	000	Index	000	Index	(000)	Index	(000)	%	%	Index
<b>June</b>																
Canada	28.5	76	15	100	30.5		34.0		36.1		36.3		36.4	76	15	128
U.S.A.	8.8	24	10	100	7.3		9.0		10.8		11.5		11.3	24	11	128
Foreign	-								.1				.1			
<b>Total</b>	<b>37.3</b>	<b>100</b>	<b>14</b>	<b>100</b>	<b>37.8</b>	<b>101</b>	<b>43.0</b>	<b>115</b>	<b>47.0</b>	<b>126</b>	<b>47.8</b>	<b>128</b>	<b>47.8</b>	<b>100</b>	<b>14</b>	<b>130</b>
<b>July</b>																
Canada	52.7	63	28	100	52.1		61.4		60.9		64.4		73.2	67	30	139
U.S.A.	30.9	37	36	100	23.3		28.5		30.5		34.8		36.5	33	34	118
Foreign	-				.1		.1		.2		.2		.2			
<b>Total</b>	<b>83.6</b>	<b>100</b>	<b>31</b>	<b>100</b>	<b>75.5</b>	<b>90</b>	<b>90.0</b>	<b>108</b>	<b>91.6</b>	<b>109</b>	<b>99.4</b>	<b>119</b>	<b>109.9</b>	<b>100</b>	<b>31</b>	<b>131</b>
<b>August</b>																
Canada	46.0	61	25	100	46.5		56.3		58.1		60.4		63.0	63	26	137
U.S.A.	28.8	38	34	100	21.3		29.3		29.3		38.6		37.2	37	35	129
Foreign	.1	1	100		.1		.2		.1		.2		.2			
<b>Total</b>	<b>74.9</b>	<b>100</b>	<b>27</b>	<b>100</b>	<b>67.9</b>	<b>91</b>	<b>85.8</b>	<b>114</b>	<b>87.5</b>	<b>117</b>	<b>99.2</b>	<b>132</b>	<b>100.4</b>	<b>100</b>	<b>29</b>	<b>134</b>
<b>September</b>																
Canada	32.1	73	17	100	31.7		33.3		33.3		34.8		38.6	73	16	120
U.S.A.	12.0	27	14	100	9.4		11.4		11.7		14.8		14.5	27	14	121
Foreign							.1		.1		.1		.1			
<b>Total</b>	<b>44.1</b>	<b>100</b>	<b>16</b>	<b>100</b>	<b>41.1</b>	<b>93</b>	<b>44.8</b>	<b>102</b>	<b>45.1</b>	<b>102</b>	<b>49.7</b>	<b>113</b>	<b>53.2</b>	<b>100</b>	<b>15</b>	<b>121</b>
<b>October</b>																
Canada	27.9	84	15	100	26.9		27.8		28.2		30.1		33.2	82	13	119
U.S.A.	5.5	16	6	100	3.4		4.6		5.1		6.1		6.7	17	6	122
Foreign							.1		.1		.1		.5	1		
<b>Total</b>	<b>33.4</b>	<b>100</b>	<b>12</b>	<b>100</b>	<b>30.3</b>	<b>91</b>	<b>32.5</b>	<b>97</b>	<b>33.4</b>	<b>100</b>	<b>36.3</b>	<b>109</b>	<b>40.4</b>	<b>100</b>	<b>11</b>	<b>121</b>
<b>All Months</b>																
Canada	187.2	68	100	100	187.7	100	212.8	114	216.6	116	226.0	121	244.4	70	100	130
U.S.A.	86.0	32	100	100	64.7	75	82.8	96	87.4	102	105.8	123	106.2	30	100	123
Foreign	.1		100		.2		.5		.6		.6		1.1			
<b>Total</b>	<b>273.3</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>252.6</b>	<b>92</b>	<b>296.1</b>	<b>108</b>	<b>304.6</b>	<b>111</b>	<b>332.4</b>	<b>122</b>	<b>351.7</b>	<b>100</b>	<b>100</b>	<b>129</b>

<sup>1/</sup> Based on Census of Motor Cars, June 1 to October 31, 1966 to 1971, provided by Nova Scotia Travel Bureau (mimeo). Values in absolute numbers shown in this document rounded to nearest 100 and percentages and indexes calculated on the basis of the results. Includes all purposes of travel.

<sup>2/</sup> Covers period June 1 to October 31 commuter traffic entering Nova Scotia at Amherst and Tidnish removed by reducing total New Brunswick traffic at these points by 25%. Double counting of Sydney removed by counting only Newfoundland cars.



to the Maritime Provinces in the Main Season (June 15th to September 15th) is given by mode of transport and country of origin. The monthly pattern of automobile entries to Nova Scotia between 1966 and 1971 is shown in Table C-6.

(b) Salient Features and Their Implications

(i) From Table C-4, it will be noted that of a total of 1,981,200 parties exiting all Maritime Provinces, approximately 1,500,200 or 75.7% left in the Main Season. The remaining 481,000 or 24.3% left in the spring-and-fall shoulder seasons. Corresponding values for Nova Scotia in the Main Season - 70.6% and Extended Season - 29.4%. In New Brunswick - 76.6% left in the Main Season and 23.4% in the Extended Season. Approximately 81.8% left Prince Edward Island in the Main Season and 18.2% in the Extended Season.

The Main Season dominates the day tripping pattern for both New Brunswick and Prince Edward Island, accounting for 73.6% and 73.5% of the exiting parties respectively. In Nova Scotia only 52.5% of the day trip parties exited in the Main Season, with the fall-and-spring shoulder seasons accounting for 47.5%.

Approximately 75.4% of all vehicle parties on overnight stays that exited Nova Scotia left in the Main Season, New Brunswick 83.6% and Prince Edward Island 79.0%. There is pronounced concentration of overnight stopping in the Main Season in the case of New Brunswick.

The dominant position of the Main Season in the case of extended stays is even more pronounced in New

Brunswick; approximately 86.0% depart in this period. Corresponding values for extended trips for Nova Scotia and Prince Edward Island were 83.1% and 84.0% respectively.

Nova Scotia accounted for 155,800 or 45.4% of the combined total of parties exiting from all provinces after extended stays. About 36.2% of the vehicle parties exiting Nova Scotia reported extended stays; the highest value for the three provinces. New Brunswick accounted for 138,900 parties of this type or 40.4%, but they represented only 10.0% of all parties exiting this province. In Prince Edward Island 48,800 or 14.2% of the exiting vehicles were involved in extended stays and they represented 31.3% of all exiting parties.

(ii) Table C-4 indicates a growth rate of 29% in automobile-party entries to Nova Scotia over the six-year period from 1966 to 1971, or an annual average rate of 4.8%. The growth rate for August is highest, being 34%. Values for June and July are 30% and 31% respectively. Increases for the fall months of September and October are least, being 21% in both cases.

(iii) Table C-4 clearly indicates that the July-August concentration of automobile visitors to Nova Scotia is a persistent feature. In 1966, about 58% of all automobile-party entries to this province occurred in July and August and 60% in 1971. In 1966, 28% of the parties entered Nova Scotia in the fall-shoulder months of September and October, and the value was 26% in 1971. The month of June accounted for 14% of the entries in both 1966 and 1971. It is clear that there are strong and persistent underlying forces operating to produce the summer peaking.

In 1966, approximately 43 % of the Canadian cars entering Nova Scotia arrived in July and August, and 56% in 1971. About 70% of the American cars entered in this period in 1966, and 69% in 1971. There appears to be a somewhat greater tendency for Americans to concentrate their visitation in July and August.

(iv) Table C-5 shows that exiting parties during the Main Season (June 15th to September 15th) exclusive of commuters staying less than 24 hours were as follows: Nova Scotia - 246, 900, New Brunswick - 579, 500, and Prince Edward Island - 122, 000. The value for Prince Edward Island, exclusive of air and bus travellers, was 116, 400 parties.

The total for Nova Scotia was about 42.6% of that of New Brunswick and that for Prince Edward Island 21% when all modes of transport are considered. If only automobile-parties leaving Prince Edward Island are included, the value declines to 20%.

If commuter parties staying less than 24 hours are removed from consideration on the basis of data contained in Table C-2, then about 60.1% of the parties exiting Nova Scotia did so in the Main Season. The corresponding value of 45.1% for New Brunswick is substantially below that of Nova Scotia, while that of 74.3% for Prince Edward Island is noticeably higher. The Main Season assumes its greatest dominance in Prince Edward Island.

3. Origin Area and Length of Stay Patterns - Tables C-7 to C-21 inclusive

(a) Initial Comment

Fifteen tables dealing with origin area and length of stay

Province, State & Region	Parties Visiting											
	NOVA SCOTIA <sup>2/</sup>			NEW BRUNSWICK <sup>2/</sup>					PRINCE EDWARD ISLAND <sup>3/</sup>			
	(000)	%	%	Per 1,000 pop.	(000)	%	%	Per 1,000 pop.	(000)	%	%	Per 1,000 pop.
A. U.S.A.												
1. New England												
Maine	10.6	2.5	7.7		326.4	23.4	46.1		3.7	2.2	8.1	
Massachusetts	28.1	6.5	20.6		95.9	6.9	13.5		11.1	6.7	24.3	
Rest	25.5	6.0	18.7		85.6	6.1	12.1		7.5	4.6	16.5	
Total 1	64.2	15.0	47.0	.005	507.9	36.4	71.7	.043	22.3	13.5	48.9	.002
2. Mid Atlantic												
New York	21.0	4.9	15.4		51.9	3.7	7.3		7.2	4.4	15.8	
New Jersey	9.5	2.2	7.0		26.1	1.9	3.7		2.7	1.6	5.9	
Pennsylvania	5.9	1.4	4.3		19.0	1.4	2.7		2.4	1.5	5.3	
Total 2	36.4	8.5	26.7	.001	97.0	7.0	13.7	.003	12.3	7.5	27.0	.0003
I. North East Census Geographical Region	100.6	23.5	73.7	.002	604.9	43.4	85.4	.012	34.6	21.0	75.9	.0007
1. South Atlantic	13.9	3.2	10.2		34.8	2.6	4.9		3.4	2.0	7.5	
2. East South Central	1.6	.4	1.2		1.8		.2		.2	.1	.4	
3. West South Central	.9	.2	.6		5.4	.3	.8		.6	.4	1.3	
II. South Census Geographical Region	16.4	3.8	12.0	.0003	42.0	2.9	5.9	.0007	4.2	2.5	9.2	.00007
1. East North Central	13.1	3.1	9.6		38.7	2.8	5.5		4.3	2.6	9.4	
2. West North Central	1.9	.3	1.4		8.9	.6	1.2		1.2	.7	2.7	
III. North Central Census Geographical Region	15.0	3.4	11.0	.0003	47.6	3.4	6.7	.0008	5.5	3.3	12.1	.00009
1. California	2.6	.6	1.9		9.6	.7	1.4		.8	.5	1.7	
2. Rest	1.9	.3	1.4		4.5	.3	.6		.5	.3	1.1	
IV. West Census Geographical Region	4.5	.9	3.3	.0001	14.1	1.0	2.0	.0004	1.3	.8	2.8	.00003
Total A. - U.S.A.	136.5	31.6	100.0	.0005	708.6	50.8	100.0	.002	45.6	27.6	100.0	.0002
B. Canada												
1. Nova Scotia					192.6	13.8	28.2	.244	33.5	20.3	28.2	.042
2. New Brunswick	138.3	32.1	47.0	.218					23.1	14.0	19.4	.036
3. Prince Edward Island	9.7	2.3	3.3	.087	31.9	2.3	4.6	.286				
Maritime Provinces	148.0	34.4	50.3	.198	224.5	16.1	32.8	.249	56.6	34.3	47.6	.040
4. Newfoundland	13.9	3.2	4.7	.026	11.7	.8	1.7	.022	2.1	1.3	1.8	.004
I. Atlantic Provinces	161.9	37.6	55.0	.128	236.2	16.9	34.5	.166	58.7	35.6	49.4	.030
1. Quebec	24.2	5.6	8.2	.004	214.0	15.3	31.3	.036	17.6	10.7	14.8	.003
2. Ontario	101.1	23.5	34.4	.013	215.7	15.5	31.6	.028	38.5	23.3	32.4	.005
II. Central Provinces	125.3	29.1	42.6	.009	429.7	30.8	62.9	.031	56.1	34.0	47.2	.004
1. Manitoba	1.9	.4	.7	.002	3.4	.2	.5	.003	.8	.5	.7	.0008
2. Saskatchewan	.7	.2	.2	.0008	1.1	.1	.2	.001	.3	.2	.2	.0003
3. Alberta	2.0	.5	.7	.001	8.3	.6	1.2	.005	1.3	.8	1.1	.0008
III. Prairie Provinces	4.6	1.1	1.6	.001	12.8	.9	1.9	.004	2.4	1.5	2.0	.0007
IV. B.C. & Territories	2.5	.6	.8	.001	4.9	.4	.7	.002	1.6	1.0	1.4	.0007
Total B. - Canada	294.3	68.4	100.0	.014	683.6	49.0	100.0	.032	118.8	72.1	100.0	.006
C. Foreign	.1				.9	.1			.5	.3		
D. Unknown	.1				1.2	.1						
Total - A. to D.	431.0	100.0			1,394.3	100.0			164.9	100.0		

1. Data Source Ibid.
2. Includes Automobile Parties only.
3. Includes Automobile Parties and approximately 9,000 Air and Bus Parties.

Table C 8

## ORIGIN OF AUTOMOBILE PARTIES ENTERING NOVA SCOTIA

C-21

Origin Areas	1966			1971			1966-1971 % Inc.
	(000)	%	%	(000)	%	%	
<b>I CANADA</b>							
1 Newfoundland	3.8	1	2	6.2	2	2	63
2 Prince Edward Island	15.1	6	8	16.5	4	7	9
3 New Brunswick	107.8	39	57	128.7	37	53	19
Sub Total 1 to 3	126.7	46	67	151.4	43	62	19
4 Quebec	16.3	6	9	23.1	7	9	42
5 Ontario	43.2	16	23	65.0	18	27	50
Sub Total 4 to 5	59.5	22	32	88.1	25	36	48
6 Prairies	2.3	1	1	3.4	1	1	48
7 B.C. Yukon NWT	.6	-	-	1.6	1	1	
Sub Total Canada I	189.1	69	100	244.5	70	100	29
<b>II UNITED STATES</b>							
1 New England	37.4	-	44	47.2	13	44	26
2 Middle Atlantic Northeast 1 & 2	24.0 61.4	- 22	28 72	31.4 78.6	9 22	30 74	31 28
3 South Atlantic	8.1	3		9.4	3	9	
4 East South Central	.6			1.0			
5 West South Central	1.1			1.0			
South 3 to 5	9.8	4	11	11.4	3	11	16
6 East North Central	9.5	3	11	10.8	3	10	14
7 West North Central	2.6	1	3	1.8	1	2	
North Central 6 & 7	12.1	4	14	12.6	4	12	4
West	2.7	1	3	3.6	1	3	33
TOTAL II	86.0	31	100	106.2	30	100	23
III OTHER FOREIGN	.2	-		.6			
TOTAL	275.3	100		351.4	100		28

Source: Census of Motor Cars, Nova Scotia Travel Bureau.  
Covers Period June 1st to Oct. 31st.

Table C 9

ORIGIN OF PARTIES EXITING NOVA SCOTIA DURING ENTIRE SEASON (APRIL 15 - OCT. 31) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>/2</sup>			Overnight Trips <sup>/3</sup>			Extended Trips <sup>/4</sup>			Commuters <sup>/5</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	3.2	3.2	26.0	3.6	2.3	6.0	3.8	2.5	5.9			
Massachusetts	1.7	1.7	13.8	12.4	8.0	20.6	14.0	.9	21.9			
Rest	2.6	2.7	21.1	12.4	8.0	20.6	10.6	6.8	16.5			
Total 1.	7.5	7.6	60.9	28.4	18.3	47.2	28.4	18.2	44.3			
2. Mid Atlantic												
New York	2.0	2.0	16.3	7.0	4.5	11.6	11.9	7.7	18.6			
New Jersey	.4	.4	3.3	4.4	2.8	7.3	4.7	3.0	7.3			
Pennsylvania	.3	.3	2.4	3.4	2.2	5.7	2.2	1.4	3.4			
Total 2.	2.7	2.7	22.0	14.8	9.5	24.6	18.8	12.1	29.3			
I North East Census Geographical Region	10.2	10.3	82.9	43.2	2.8	71.8	47.2	30.3	73.6			
1. South Atlantic	.7	.7	5.7	6.0	3.8	10.0	7.1	4.5	11.1			
2. East South Central	.5	.5	4.1	.4	.3	.7	.7	.4	1.1			
3. West South Central				.8	.5	1.3	.1	.1	.1			
II South Census Geographical Region	1.2	1.2	9.8	7.2	4.6	12.0	7.9	5.0	12.3			
1. East North Central	.7	.7	5.7	6.3	4.1	10.5	6.2	4.0	9.7			
2. West North Central	.1	.1	.8	1.3	.8	2.1	.6	.4	.9			
III North Central Census Geographical Region	.8	.8	6.5	7.6	4.9	12.6	6.8	4.4	10.6			
1. Mountain	.1	.1	.8	.3	.2	.5	1.0	.6	1.6			
2. Pacific				1.9	1.2	3.1	1.2	.8	1.9			
IV West Census Geographical Region	.1	.1	.8	2.2	1.4	3.6	2.2	1.4	3.5			
Total A. - U.S.A.	12.3	12.4	100.0	60.2	38.7	100.0	64.1	41.1	100.0			
B. Canada												
Nova Scotia	67.1	67.6	77.1	33.3	21.4	34.9	18.0	11.5	19.6	19.8	98.0	98.0
New Brunswick	1.8	1.8	2.1	5.3	3.4	5.6	2.3	1.5	2.5	.4	1.5	1.5
Prince Edward Island												
Maritime Provinces	68.9	69.4	79.2	38.6	24.8	40.5	20.3	13.0	22.1	20.2	99.5	99.5
Newfoundland	6.6	6.6	7.6	4.9	3.2	5.1	2.3	1.5	2.5			
I Atlantic Provinces	75.5	76.0	86.8	43.5	28.0	45.6	22.6	14.5	24.6	20.2	99.5	99.5
1. Quebec	1.7	1.7	2.0	10.7	6.9	11.2	11.8	7.6	12.9			
2. Ontario	9.0	9.1	10.3	38.1	24.5	40.0	53.9	34.6	58.8	.1	.5	.5
II Central Provinces	10.7	10.8	12.3	48.8	31.4	51.2	65.7	42.2	71.7	.1	.5	.5
1. Manitoba	.1	.1	.1	.9	.6	1.0	.9	.6	1.0			
2. Saskatchewan				.4	.2	.4	.4	.3	.4			
3. Alberta	.3	.3	.4	.4	.2	.4	1.3	.8	1.4			
III Prairie Provinces	.4	.4	.5	1.7	1.0	1.8	2.6	1.7	2.8			
IV B.C. & Territories	.4	.4	.4	1.3	.8	1.4	.8	.5	.9			
Total B. - Canada	87.0	87.6	100.0	95.3	61.2	100.0	91.7	58.9	100.0	20.3	100.0	100.0
C. Foreign				.1	.1							
D. Unknown												
Total	99.3	100.0		155.6	100.0	100.0	155.8	100.0		20.3	100.0	100.0

1. Source Ibid. Based on Time of Exit.
2. Involve no overnight stay in Province.
3. Involve 1 to 3 nights' stay in Province.
4. Involve over 3 nights' stay in Province.
5. Commuting for work purposes.

ORIGIN OF PARTIES EXITING NEW BRUNSWICK DURING ENTIRE SEASON (MAY 15 - OCT. 31) BY ORIGIN AREA AND LENGTH OF STAY<sup>1/</sup>

	Day Trips <sup>2/</sup>			Overnight Trips <sup>3/</sup>			Extended Trips <sup>4/</sup>			Commuters <sup>5/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	259.4	36.8	61.5	32.7	7.4	15.4	3.2	2.3	7.7	31.3	28.7	95.2
Massachusetts	36.8	5.2	8.7	44.6	10.1	21.0	14.2	10.2	34.2	.3	.3	.9
Rest	43.2	6.1	10.3	33.7	7.6	15.8	8.1	5.9	19.5	.5	.5	1.5
Total 1.	339.4	48.1	80.5	111.0	25.1	52.2	25.5	18.4	61.4	32.1	29.5	97.6
2. Mid Atlantic												
New York	19.9	2.8	4.7	28.2	6.4	13.2	3.9	2.8	9.4			
New Jersey	10.1	1.5	2.4	12.1	2.8	5.7	3.3	2.4	8.0	.6	.5	1.8
Pennsylvania	9.2	1.3	2.2	8.5	1.9	4.0	1.3	.9	3.1			
Total 2.	39.2	5.6	9.3	48.8	11.1	22.9	8.5	6.1	20.5	.6	.5	1.8
I North East Census Geographical Region	378.6	53.7	89.8	159.8	36.2	75.1	34.0	2.5	81.9	32.7	30.0	99.4
1. South Atlantic	15.4	2.2	3.6	16.9	3.8	8.0	2.5	1.8	6.0			
2. East South Central	1.2	.1	.3	.5	.1	.2	.2	.2	.5			
3. West South Central	4.2	.6	1.0	.8	.2	.4	.4	.3	1.0			
II South Census Geographical Region	20.8	2.9	4.9	18.2	4.1	8.6	3.1	2.3	7.5			
1. East North Central	12.8	1.8	3.1	24.1	5.5	11.3	1.6	1.1	3.8	.2	.2	.6
2. West North Central	4.7	.7	1.1	3.8	.8	1.8	.4	.3	1.0			
III North Central Census Geographical Region	17.5	2.5	4.2	27.9	6.3	13.1	2.0	1.4	4.8	.2	.2	.6
1. Mountain	.4	.1	.1	1.0	.2	.5	.6	.4	1.5			
2. Pacific	4.4	.6	1.0	5.9	1.4	2.7	1.8	1.3	4.3			
IV West Census Geographical Region	4.8	.7	1.1	6.9	1.6	3.2	2.4	1.7	5.8			
Total A. - U.S.A.	421.7	59.8	100.0	212.8	48.2	100.0	41.5	29.9	100.0	32.9	30.2	100.0
B. Canada												
Nova Scotia	106.5	15.1	37.7	46.0	10.4	20.1	14.7	10.6	15.1	25.3	23.2	33.4
New Brunswick												
Prince Edward Island	19.1	2.7	6.7	7.5	.7	3.3	2.9	2.1	3.0	2.4	2.2	7.2
Maritime Provinces	125.6	17.8	44.4	53.5	12.1	23.4	17.6	12.7	18.1	27.7	25.4	36.6
Newfoundland	4.7	.7	1.7	5.0	.2	2.2	2.0	1.4	2.1			
I Atlantic Provinces	130.3	18.5	46.1	58.5	13.3	25.6	19.6	14.1	20.2	27.7	25.4	36.6
1. Quebec	83.0	11.8	29.4	60.2	13.7	26.4	23.4	16.8	24.1	47.4	43.5	62.7
2. Ontario	64.0	9.1	22.6	100.3	22.7	43.9	50.9	36.7	52.5	.5	.5	.7
II Central Provinces	147.0	20.9	52.0	160.5	36.4	70.3	74.3	53.5	76.6	47.9	44.0	63.4
1. Manitoba	.7	.1	.3	1.8	.4	.8	.9	.7	.9			
2. Saskatchewan	.2		.1	.7	.2	.3	.2	.1	.2			
3. Alberta	3.5	.5	1.2	4.4	1.0	1.9	.4	.3	.4			
III Prairie Provinces	4.4	.6	1.6	6.9	1.6	3.0	1.5	1.1	1.5			
IV B.C. & Territories	.9	.1	.3	2.5	.5	1.1	1.6	1.1	1.7			
Total B. - Canada	282.6	40.1	100.0	228.4	51.8	100.0	97.0	69.8	100.0	75.6	69.4	100.0
C. Foreign	.4						.4	.3		.1	.1	
D. Unknown	.6	.1								.3	.3	
Total	705.3	100.0		441.2	100.0		138.9	100.0		108.9	100.0	

1. Source Ibid. Based on Time of Exit.
2. Involve no overnight stay in Province.
3. Involve 1 to 3 nights' stay in Province.
4. Involve over 3 nights' stay in Province.
5. Commuting for work purposes.

Table C-11

ORIGIN OF PARTIES EXITING PRINCE EDWARD ISLAND DURING ENTIRE SEASON (MAY 15 - OCT. 31) BY ORIGIN AREA AND LENGTH OF STAY<sup>1/</sup>

	Day Trips <sup>2/</sup>			Overnight Trips <sup>3/</sup>			Extended Trips <sup>4/</sup>			Commuters <sup>5/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	.2	1.4	4.1	2.8	3.0	9.6	.7	1.4	6.6			
Massachusetts	1.0	6.8	20.4	6.4	7.0	22.1	3.5	7.2	33.0			
Rest	.7	4.7	14.3	4.4	4.8	15.2	2.3	4.7	21.7			
Total 1.	1.9	12.9	38.8	13.6	14.8	46.9	6.5	13.3	61.3			
2. Mid Atlantic												
New York	.5	3.4	10.2	4.8	5.2	16.6	1.7	3.6	16.0			
New Jersey	.5	3.4	10.2	1.6	1.8	5.5	.6	1.2	5.7			
Pennsylvania	.6	4.1	12.2	1.5	1.6	5.1	.2	.4	1.9			
Total 2.	1.6	10.9	32.6	7.9	8.6	27.2	2.5	5.2	23.6			
I North East Census Geographical Region												
	3.5	23.8	71.4	21.5	23.4	74.1	9.0	18.5	84.9			
1. South Atlantic												
2. East South Central	.2	1.4	4.1	2.4	2.6	8.3	.6	1.2	5.7			
3. West South Central	.3	1.9	6.1	.2	.2	.7	.1	.2	.9			
II South Census Geographical Region												
	.7	4.7	14.3	2.6	2.8	9.0	.7	1.4	6.6			
1. East North Central												
2. West North Central	.2	1.4	4.1	3.2	3.5	11.0	.7	1.4	6.6			
.4	2.7	8.1	.8	.9	2.8							
III North Central Census Geographical Region												
	.6	4.1	12.2	4.0	4.4	13.8	.7	1.4	6.6			
1. Mountain												
2. Pacific	.1	.7	2.1	.3	.3	1.0	.1	.2	1.0			
.1	.7	2.1	.6	.7	2.1	.1	.2	.9				
IV West Census Geographical Region												
	.1	.7	2.1	.9	1.0	3.1	.2	.4	1.9			
Total A. - U.S.A.	4.9	33.3	100.0	29.0	31.6	100.0	10.6	21.7	100.0			
B. Canada												
Nova Scotia												
New Brunswick	2.7	18.3	27.9	19.8	21.6	31.6	9.7	19.9	25.4	.1	20.0	20.0
Prince Edward Island	3.6	24.5	37.1	13.0	14.1	20.8	5.7	11.7	14.9	.4	80.0	80.0
Maritime Provinces												
	6.3	42.8	65.0	32.8	35.7	52.4	15.4	31.6	40.3	.5	100.0	100.0
Newfoundland												
				.7	.7	1.1	1.0	2.1	2.6			
I Atlantic Provinces												
	6.3	42.8	65.0	33.5	36.4	53.5	16.4	33.7	42.9	.5	100.0	100.0
1. Quebec												
2. Ontario	.9	6.1	9.3	6.2	6.7	9.9	7.9	16.2	20.7			
2.2	15.0	22.7	20.9	22.8	33.4	12.7	26.0	33.2				
II Central Provinces												
	3.1	21.1	32.0	27.1	29.5	43.3	20.6	42.2	53.9			
1. Manitoba												
2. Saskatchewan	.1	.7	1.0	.1	.1	.2	.1	.2	.3			
3. Alberta	.1	.7	1.0	.4	.4	.6	.6	1.2	1.6			
III Prairie Provinces												
	.2	1.4	2.0	1.0	1.1	1.6	.9	1.8	2.4			
IV B.C. & Territories												
	.1	.7	1.0	1.0	1.1	1.6	.3	.6	.8			
Total B. - Canada	9.7	66.0	100.0	62.6	68.1	100.0	38.2	78.3	100.0	.5	100.0	100.0
C. Foreign												
C Unknown	.1	.7		.3	.3							
Total	14.7	100.0		91.9	100.0		48.8	100.0		.5	100.0	100.0

1. Source Ibid. Based on Time of Exit.
2. Involve no overnight stay in Province.
3. Involve 1 to 3 nights' stay in Province.
4. Involve over 3 nights' stay in Province.
5. Commuting for work purposes.



Table C 12

ORIGIN OF PARTIES EXITING NOVA SCOTIA DURING THE MAIN SEASON (JUNE 15 - SEPT. 15) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>2/</sup>			Overnight Trips <sup>3/</sup>			Extended Trips <sup>4/</sup>			Commuters <sup>5/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	2.8	5.4	31.1	2.5	2.1	5.6	2.5	2.0	5.0			
Massachusetts	1.5	2.9	16.7	7.3	6.2	16.4	11.5	8.9	22.8			
Rest	1.9	3.6	21.1	11.0	9.4	24.8	9.1	7.0	18.0			
Total 1.	6.2	11.9	68.9	20.8	17.7	46.8	23.1	17.9	45.8			
2. Mid Atlantic												
New York	1.1	2.1	12.3	5.7	4.9	12.8	10.2	7.9	20.2			
New Jersey	.3	.6	3.3	3.4	2.9	7.7	3.1	2.4	6.2			
Pennsylvania	.3	.6	3.3	2.6	2.2	5.9	1.5	1.1	3.0			
Total 2.	1.7	3.3	18.9	11.7	10.0	26.4	14.8	11.4	29.4			
I North East Census Geographical Region	7.9	15.2	87.8	32.5	27.7	73.2	37.9	29.3	75.2			
1. South Atlantic	.6	1.1	6.7	4.4	3.7	9.9	6.1	4.7	12.1			
2. East South Central				.3	.3	.7	.1	.1	.2			
3. West South Central				.5	.4	1.1	.1	.1	.2			
II South Census Geographical Region	.6	1.1	6.7	5.2	4.4	11.7	6.3	4.9	12.5			
1. East North Central	.3	.6	3.3	4.3	3.7	9.7	4.2	3.2	8.3			
2. West North Central	.1	.2	1.1	.9	.7	2.0	.4	.3	.8			
III North Central Census Geographical Region	.4	.8	4.4	5.2	4.4	11.7	4.6	3.5	9.1			
1. Mountain	.1	.2	1.1	.2	.2	.5	.5	.4	1.0			
2. Pacific				1.3	1.1	2.9	1.1	.8	2.2			
IV West Census Geographical Region	.1	.2	1.1	1.5	1.3	3.4	1.6	1.2	3.2			
Total A. - U.S.A.	9.0	17.3	100.0	44.4	37.8	100.0	50.4	38.9	100.0			
B. Canada												
Nova Scotia	28.3	54.3	65.7	22.7	2.1	31.1	16.8	13.0	21.1	5.2	100.0	100.0
New Brunswick	1.1	2.1	2.5	2.4	19.4	3.3	1.3	1.0	1.7	.1		
Prince Edward Island												
Maritime Provinces	29.4	56.4	68.2	25.1	21.4	34.4	18.1	14.0	22.9	5.3	100.0	100.0
Newfoundland	5.2	10.0	12.1	4.0	3.4	5.5	1.8	1.4	2.3			
I Atlantic Provinces	34.6	66.4	80.3	29.1	24.8	39.9	19.9	15.4	25.2	5.3	100.0	100.0
1. Quebec	1.2	2.3	2.8	9.1	7.8	44.8	10.6	8.2	13.4			
2. Ontario	7.1	13.6	16.5	32.7	27.8	12.5	46.0	35.5	81.2			
II Central Provinces	8.3	15.9	19.3	41.8	35.6	57.3	56.6	43.7	71.6			
1. Manitoba	.1	.2	.2	.6	.5	.8	.5	.4	.6			
2. Saskatchewan				.2	.2	.3	.4	.3	.5			
3. Alberta				.2	.2	.3	1.1	.8	1.4			
III Prairie Provinces	.1	.2	.2	1.0	.9	1.4	2.0	1.5	2.5			
IV B.C. & Territories	.1	.2	.2	1.0	.8	1.4	.6	.5	.7			
Total B. - Canada	43.1	82.7	100.0	72.9	62.1	100.0	79.1	61.1	100.0	5.3	100.0	100.0
C. Foreign				.1	.1							
D. Unknown												
Total	52.1	100.0		117.4	100.0		129.5	100.0		5.3	100.0	

(footnotes on Page C-27a)

Table C-13

ORIGIN OF PARTIES EXITING NEW BRUNSWICK DURING MAIN SEASON (JUNE 15 - SEPT. 15) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>2/</sup>			Overnight Trips <sup>3/</sup>			Extended Trips <sup>4/</sup>			Commuters <sup>5/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	162.1	31.2	54.4	24.1	6.5	14.0	2.4	2.0	6.4	16.1	26.5	91.0
Massachusetts	30.7	5.9	10.3	36.4	9.9	21.1	13.1	11.0	35.2	.3	.5	1.7
Rest	37.5	7.2	12.6	27.1	7.3	15.7	7.4	6.2	20.0	.5	.8	2.8
Total 1.	230.3	44.3	77.3	87.6	23.7	50.8	22.9	19.2	61.6	16.9	27.8	95.5
2. Mid Atlantic												
New York	17.5	3.4	5.9	24.6	6.7	14.3	3.0	2.5	8.1			
New Jersey	8.7	1.7	2.9	9.9	2.7	5.7	3.0	2.5	8.1	.6	1.0	3.4
Pennsylvania	7.4	1.4	2.5	8.0	2.2	4.6	1.3	1.1	3.4			
Total 2.	33.6	6.5	11.3	42.5	11.6	24.6	7.3	6.1	19.6	.6	1.0	3.4
I North East Census Geographical Region	263.9	50.8	88.6	130.1	35.3	75.4	30.2	25.3	81.2	17.5	28.8	98.9
1. South Atlantic	13.6	2.6	4.6	14.5	4.0	8.4	2.1	1.8	5.6			
2. East South Central	.9	.2	.3	.4	.1	.2	.2	.2	.5			
3. West South Central	3.5	.7	1.2	.1		.1	.4	.3	1.1			
II South Census Geographical Region	18.0	3.5	6.1	15.0	4.0	8.7	2.7	2.3	7.2			
1. East North Central	9.3	1.8	3.1	21.0	5.7	12.2	1.5	1.3	4.0	.2	.3	1.1
2. West North Central	3.6	.7	1.2	2.7	.7	1.5	.4	.3	1.1			
III North Central Census Geographical Region	12.9	2.5	4.3	23.7	6.4	13.7	1.9	1.6	5.1	.2	.3	1.1
1. Mountain	.3	.1	.1	.8	.2	.5	.6	.5	1.6			
2. Pacific	2.8	.5	.9	3.0	.8	1.7	1.8	1.5	4.9			
IV West Census Geographical Region	3.1	.6	1.0	3.8	1.0	2.2	2.4	2.0	6.5			
Total A. - U.S.A.	297.9	57.4	100.0	172.6	46.8	100.0	37.2	31.2	100.0	17.7	29.1	100.0
B. Canada												
Nova Scotia	78.2	15.0	35.3	36.0	9.8	18.3	10.4	8.7	12.7	13.4	22.1	31.2
New Brunswick												
Prince Edward Island	14.4	2.8	6.5	5.6	1.5	2.9	1.6	1.4	1.9	.8	1.3	1.9
Maritime Provinces	92.6	17.8	41.8	41.6	11.3	21.2	12.0	10.1	14.6	14.2	23.4	33.1
Newfoundland	3.9	.8	1.8	4.4	1.2	2.2	1.7	1.4	2.1			
I Atlantic Provinces	96.5	18.6	43.6	46.0	12.5	23.4	13.7	11.5	16.7	14.2	23.4	33.1
1. Quebec	60.8	11.7	27.5	53.1	14.4	27.0	19.2	16.1	23.3	28.7	47.3	66.9
2. Ontario	59.3	11.4	26.8	88.9	24.1	45.3	47.0	39.3	57.2			
II Central Provinces	120.1	23.1	54.3	142.0	38.5	72.3	66.2	55.4	80.5	28.7	47.3	66.9
1. Manitoba	.5	.1	.2	1.5	.4	.8	.8	.7	1.0			
2. Saskatchewan	.2		.1	.7	.2	.4	.2	.1	.2			
3. Alberta	3.3	.7	1.5	3.9	1.0	2.0						
III Prairie Provinces	4.0	.8	1.8	6.1	1.6	3.2	1.0	.8	1.2			
IV B.C. & Territories	.7	.1	.3	2.2	.6	1.1	1.3	1.1	1.6			
Total B. - Canada	221.3	42.6	100.0	196.3	53.2	100.0	82.2	68.8	100.0	42.9	70.7	100.0
C. Foreign	.2									.1	.2	
D. Unknown												
Total	519.4	100.0		368.9	100.0		119.4	100.0		60.7	100.0	

(footnotes on Page C-27a )

Table C-14

ORIGIN OF PARTIES EXITING PRINCE EDWARD ISLAND DURING MAIN SEASON (JUNE 15 - SEPT. 15) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>2/</sup>			Overnight Trips <sup>3/</sup>			Extended Trips <sup>4/</sup>			Commuters <sup>5/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	.1	.9	2.5	2.3	3.2	9.3	.6	1.4	6.2			
Massachusetts	.9	8.3	23.1	5.5	7.6	22.2	2.9	6.6	29.9			
Rest	.6	5.6	15.4	3.9	5.3	15.7	2.3	5.2	23.7			
Total 1.	1.6	14.8	41.0	11.7	16.1	47.2	5.8	13.2	59.8			
2. Mid Atlantic												
New York	.4	3.7	10.2	4.3	5.9	17.4	1.6	3.6	16.5			
New Jersey	.5	4.6	12.9	1.3	1.8	5.2	.6	1.4	6.2			
Pennsylvania	.4	3.7	10.2	1.3	1.8	5.2	.1	.2	1.0			
Total 2.	1.3	12.0	33.3	6.9	9.5	27.8	2.3	5.2	23.7			
I North East Census Geographical Region	2.9	26.8	74.3	18.6	25.6	75.0	8.1	18.4	83.5			
1. South Atlantic	.2	1.9	5.1	2.1	2.9	8.5	.6	1.4	6.2			
2. East South Central	.2	1.9	5.1									
3. West South Central	.2	1.8	5.2	.2	.3	.8	.1	.2	1.0			
II South Census Geographical Region	.6	5.6	15.4	2.3	3.2	9.3	.7	1.6	7.2			
1. East North Central	.1	.9	2.6	2.7	3.7	10.9	.7	1.6	7.2			
2. West North Central	.3	2.8	7.7	.7	1.0	2.8						
III North Central Census Geographical Region	.4	3.7	10.3	3.4	4.7	13.7	.7	1.6	7.2			
1. Mountain				.1	.1	.4	.1	.2	1.0			
2. Pacific				.4	.6	1.6	.1	.2	1.1			
IV West Census Geographical Region				.5	.7	2.0	.2	.4	2.1			
Total A - U.S.A.	3.9	36.1	100.0	24.8	34.2	100.0	9.7	22.0	100.0			
B. Canada												
Nova Scotia	1.9	17.6	27.9	12.4	17.1	26.1	8.3	18.8	24.1			
New Brunswick	2.3	21.3	33.8	9.1	12.5	19.1	4.5	10.2	13.1			
Prince Edward Island												
Maritime Provinces	4.2	38.9	61.7	21.5	29.6	45.2	12.8	29.0	37.2			
Newfoundland				.6	.8	1.2	1.0	2.3	2.9			
I Atlantic Provinces	4.2	38.9	61.7	22.1	30.4	46.4	13.8	31.3	40.1			
1. Quebec	.7	6.5	10.3	5.5	7.6	11.5	7.6	17.2	22.1			
2. Ontario	1.8	16.7	26.5	18.5	25.5	38.9	12.0	27.2	34.9			
II Central Provinces	2.5	23.2	36.8	24.0	33.1	50.4	19.6	44.4	57.0			
1. Manitoba				.5	.7	1.1	.1	.2	.3			
2. Saskatchewan	.1	.9	1.5				.1	.2	.3			
3. Alberta				.4	.5	.8	.6	1.4	1.7			
III Prairie Provinces	.1	.9	1.5	.9	1.2	1.9	.8	1.8	2.3			
IV B.C. & Territories				.6	.8	1.3	.2	.5	.6			
Total B. - Canada	6.8	63.0	100.0	47.6	65.5	100.0	34.4	78.0	100.0			
C. Foreign	.1	.9		.2	.3							
D. Unknown												
Total	10.8	100.0		72.6	100.0		44.1	100.0				

(footnotes on Page C-27a)

FOOTNOTES TO TABLES C 12, C 13 AND C 14

- 1/ Source Ibid: Based on time of exit.
- 2/ Involves no overnight stay in Province.
- 3/ Involves 1 to 3 nights stay in Province.
- 4/ Involves more than 3 nights stay in Province.
- 5/ Commuting for work purposes.

Table C 15

ORIGIN OF PARTIES EXITING THE MARITIME PROVINCES DURING MAIN SEASON (JUNE 15 - SEPT. 15) 1971 ALL PURPOSES OF TRAVEL EXCLUSIVE OF COMMUTING <sup>1/</sup>

Province, State & Region	Overnight and Extended Trips Only								
	NOVA SCOTIA			NEW BRUNSWICK			PRINCE EDWARD ISLAND <sup>2/</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%
<b>A. U.S.A.</b>									
1. New England									
Maine	5.0	5.2	2.0	35.8	14.1	6.2	2.9	8.2	2.4
Massachusetts	18.8	19.8	7.6	58.8	23.2	10.2	8.6	24.4	7.0
Rest	20.0	21.1	8.1	41.9	16.5	7.2	6.3	17.7	5.2
Total 1.	43.8	46.1	17.7	136.5	53.8	23.6	17.8	50.3	14.6
2. Mid Atlantic									
New York	16.0	16.9	6.5	32.0	12.6	5.5	6.1	17.1	5.0
New Jersey	6.5	6.9	2.6	15.5	6.1	2.7	1.9	5.4	1.6
Pennsylvania	4.1	4.3	1.7	9.8	3.8	1.7	1.5	4.2	1.2
Total 2.	26.6	28.1	10.8	57.3	22.5	9.9	9.5	26.7	7.8
I North East Census Geographical Region	70.4	74.2	28.5	193.8	76.3	33.5	27.3	77.0	22.4
1. South Atlantic	10.5	11.1	4.3	19.1	7.5	3.3	2.7	7.6	2.2
2. East South Central	.4	.4	.2	.7	.3	.1			
3. West South Central	.6	.6	.2	1.2	.5	.2	.4	1.1	.3
II South Census Geographical Region	11.5	12.1	4.7	21.0	8.3	3.6	3.1	8.7	2.5
1. East North Central	8.5	9.0		25.6	10.1	4.4	3.5	9.9	2.9
2. West North Central	1.3	1.4		4.2	1.6	.7	.7	2.1	.5
III North Central Census Geographical Region	9.8	10.4	4.0	29.8	11.7	5.1	4.2	12.0	3.4
1. California	2.0	2.1		5.7	2.3	1.0	.4	1.2	.3
2. Rest	1.1	1.2		3.6	1.4	.6	.3	1.1	.3
West Census Geographical Region	3.1	3.3	1.2	9.3	3.7	1.6	.7	2.3	.6
Total A. - U.S.A.	94.8	100.0	38.4	253.9	100.0	43.8	35.3	100.0	28.9
<b>B. Canada</b>									
Nova Scotia				60.6	18.6	10.5	21.2	24.5	17.4
New Brunswick	39.5	26.0	16.0	.3	.1		13.9	16.0	11.4
Prince Edward Island	3.7	2.4	1.5	10.4	3.2	1.8			
Maritime Provinces 1 - 3	43.2	28.4	17.5	71.3	21.9	12.3	35.1	40.5	28.8
Newfoundland	5.9	3.9	2.4	7.0	2.2	1.2	1.8	2.1	1.5
I Atlantic Provinces 1 - 4	49.1	32.3	19.9	78.3	24.1	13.5	36.9	42.6	30.3
1. Quebec	19.7	12.9	8.0	83.6	25.7	14.4	14.9	17.1	12.2
2. Ontario	78.7	51.8	31.9	151.2	46.4	26.1	32.1	37.1	26.3
II Central Provinces	98.4	64.7	39.9	234.8	72.1	40.5	47.0	54.2	38.5
1. Manitoba	1.1	.7	.5	2.7	.8	.5	.6	.7	.6
2. Saskatchewan	.6	.4	.2	.9	.3	.1	.1	.1	
3. Alberta	1.3	.9	.5	4.8	1.5	.8	1.1	1.3	.9
III Prairie Provinces	3.0	2.0	1.2	8.4	2.6	1.4	1.8	2.1	1.5
IV B.C. & Territories	1.6	1.0	.6	4.1	1.2	1.8	1.0	1.1	.8
Total B. Canada	152.1	100.0	61.6	325.5	100.0	56.2	86.7	100.0	71.1
<b>C. Foreign</b>									
Total A & B.	246.9		100.0	579.5		100.0	122.0		100.0

1. Data Source Ibid

2. Includes parties travelling by air, bus and automobile in Prince Edward Island.  
Excludes those commuting or staying less than 24 hours.

Table C 16

ORIGIN OF PARTIES EXITING NOVA SCOTIA DURING EXTENDED SEASON (MAY 15 - JUNE 14 AND SEPT. 16 - OCT. 31) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips/ <sup>2</sup>			Overnight Trips/ <sup>3</sup>			Extended Trips/ <sup>4</sup>			Commuters/ <sup>5</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	.4	.8	12.1	1.1	2.9	6.9	1.3	4.9	9.5			
Massachusetts	.2	.5	6.1	5.1	13.4	32.3	2.5	9.5	18.3			
Rest	.7	1.5	21.2	1.4	3.7	8.9	1.5	5.7	10.9			
Total 1.	1.3	2.8	39.4	7.6	20.0	48.1	5.3	20.1	38.7			
2. Mid Atlantic												
New York	.9	1.9	27.3	1.3	3.4	8.2	1.7	6.4	12.4			
New Jersey	.1	.2	3.0	1.0	2.6	6.3	1.6	6.1	11.7			
Pennsylvania				.8	2.0	5.1	.7	2.7	5.1			
Total 2.	1.0	2.1	30.3	3.1	8.0	19.6	4.0	15.2	29.2			
I North East Census Geographical Region	2.3	4.9	69.7	10.7	28.0	67.7	9.3	35.3	67.9			
1. South Atlantic	.1	.2	3.0	1.6	4.2	10.1	1.0	3.8	7.3			
2. East South Central	.5	1.1	15.2	.1	.3	.7	.6	2.3	4.4			
3. West South Central				.3	.8	1.9						
II South Census Geographical Region	.6	1.3	18.2	2.0	5.3	12.7	1.6	6.1	11.7			
1. East North Central	.4	.8	12.1	2.0	5.2	12.7	2.0	7.6	14.6			
2. West North Central				.4	1.0	2.5	.2	.8	1.4			
III North Central Census Geographical Region	.4	.8	12.1	2.4	6.3	15.2	2.2	8.4	16.0			
1. Mountain				.1	.3	.6	.5	1.9	3.7			
2. Pacific				.6	1.6	3.8	.1	.4	.7			
IV West Census Geographical Region				.7	1.9	4.4	.6	2.3	4.4			
Total A. - U.S.A.	3.3	7.0	100.0	15.8	41.4	100.0	13.7	52.1	100.0			
B. Canada												
Nova Scotia												
New Brunswick	38.8	82.2	88.4	10.6	27.7	47.3	1.2	4.5		14.6	97.3	97.3
Prince Edward Island	.7	1.5	1.6	2.9	7.6	13.0	1.0	3.8		.3	2.0	2.0
Maritime Provinces	39.5	83.7	90.0	13.5	35.3	60.3	2.2	8.3		14.9	99.3	99.3
Newfoundland	1.4	3.0	3.1	.9	2.4	4.0	.5	1.9				
I Atlantic Provinces	40.9	86.7	93.1	14.4	37.7	64.3	2.7	10.2		14.9	99.3	99.3
1. Quebec	.5	1.1	1.2	1.6	4.2	7.2	1.2	4.6				
2. Ontario	1.9	4.0	4.3	5.4	14.1	24.1	7.9	30.0		.1	.7	.7
II Central Provinces	2.4	5.1	5.5	7.0	18.3	31.3	9.1	34.6		.1	.7	.7
1. Manitoba				.3	.8	1.3	.4	1.5				
2. Saskatchewan				.2	.5	.9		.8				
3. Alberta	.3	.6	.7	.2	.5	.9	.2					
III Prairie Provinces	.3	.6	.7	.7	1.8	3.1	.6	2.3				
IV B.C. & Territories	.3	.6	.7	.3	.8	1.3	.2	.8				
Total B. - Canada	43.9	93.0	100.0	22.4	58.6	100.0	12.6	47.9	100.0	15.0	100.0	100.0
C. Foreign												
D. Unknown												
Total	47.2	100.0		38.2	100.0		26.3	100.0		15.0	100.0	

Table C-17

ORIGIN OF PARTIES EXITING NEW BRUNSWICK DURING EXTENDED SEASON (MAY 15 - JUNE 14 AND SEPT. 16 - OCT. 31) BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>2</sup>			Overnight Trips <sup>3</sup>			Extended Trips <sup>4</sup>			Commuters <sup>5</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	97.3	52.3	78.6	8.6	11.9	21.4	.8	4.1	18.6	15.2	31.5	100.0
Massachusetts	6.1	3.3	4.9	8.2	11.4	20.4	1.1	5.6	25.6	.		
Rest	5.7	3.1	4.6	6.6	9.1	16.4	.7	3.6	16.3			
Total 1.	109.1	58.7	88.1	23.4	32.4	58.2	2.6	13.3	60.5	15.2	31.5	100.0
2. Mid Atlantic												
New York	2.4	1.3	1.9	3.6	5.0	9.0	.9	4.6	20.9			
New Jersey	1.4	.7	1.1	2.2	3.0	5.5	.3	1.6	7.0			
Pennsylvania	1.8	1.0	1.5	.5	.7	1.2						
Total 2.	5.6	3.0	4.5	6.3	8.7	15.7	1.2	6.2	27.9			
I North East Census Geographical Region	114.7	61.7	92.6	29.7	41.1	73.9	3.8	19.5	88.4	15.2	31.5	100.0
1. South Atlantic	1.8	1.0	1.5	2.4	3.3	6.0	.4	2.0	9.3			
2. East South Central	.3	.1	.2	.1	.1	.2						
3. West South Central	.7	.4	.6	.7	1.0	1.8						
II South Census Geographical Region	2.8	1.5	2.3	3.2	4.4	8.0	.4	2.0	9.3			
1. East North Central	3.5	1.9	2.8	3.1	4.3	7.7	.1	.5	2.3			
2. West North Central	1.1	.6	.9	1.1	1.5	2.7						
III North Central Census Geographical Region	4.6	2.5	3.7	4.2	5.8	10.4	.1	.5	2.3			
1. Mountain	.1	.1	.1	.2	.3	.5						
2. Pacific	1.6	.8	1.3	2.9	4.0	7.2						
IV West Census Geographical Region	1.7	.9	1.4	3.1	4.3	7.7						
Total A. - U.S.A.	123.8	66.6	100.0	40.2	55.6	100.0	4.3	22.0	100.0	15.2	31.5	100.0
B. Canada												
Nova Scotia	28.3	15.2	46.2	10.0	13.9	31.2	4.3	22.0	29.0	11.9	24.7	36.4
New Brunswick												
Prince Edward Island	4.7	2.5	7.7	1.9	2.6	5.9	1.3	6.7	8.8	1.6	3.3	4.9
Maritime Provinces	33.0	17.7	53.9	11.9	16.5	37.1	5.6	28.7	37.8	13.5	28.0	41.3
Newfoundland	.8	.5	1.3	.6	.8	1.9	.3	1.6	2.1			
I Atlantic Provinces	33.8	18.2	55.2	12.5	17.3	39.0	5.9	30.3	39.9	13.5	28.0	41.3
1. Quebec	22.2	12.0	36.2	7.1	9.8	22.1	4.2	21.5	28.4	18.7	38.8	57.7
2. Ontario	4.7	2.5	7.7	11.4	15.8	35.5	3.9	20.0	26.3	.5	.1	1.5
II Central Provinces	26.9	14.5	43.9	18.5	25.6	57.6	8.1	41.5	54.7	19.2	39.9	58.7
1. Manitoba	.2	.1	.3	.3	.4	.9	.1	.5	.7			
2. Saskatchewan												
3. Alberta	.2	.1	.3	.5	.7	1.6	.4	2.1	2.7			
III Prairie Provinces	.4	.2	.6	.8	1.1	2.5	.5	2.6	3.4			
IV B.C. & Territories	.2	.1	.3	.3	.4	.9	.3	1.5	2.0			
Total B. - Canada	61.3	33.0	100.0	32.1	44.4	100.0	14.8	75.9	100.0	32.7	67.9	100.0
C. Foreign	.2	.1					.4	2.1				
D. Unknown	.6	.3								.3	.6	
Total	185.9	100.0		72.3	100.0		19.5	100.0		48.2	100.0	

(footnotes on Page C-31a)

Table C.18

## ORIGIN OF PARTIES EXITING PRINCE EDWARD ISLAND DURING EXTENDED SEASON (MAY 15 - JUNE 14 AND SEPT. 16 - OCT. 31)

BY ORIGIN AREA AND LENGTH OF STAY <sup>1/</sup>

	Day Trips <sup>/2</sup>			Overnight Trips <sup>/3</sup>			Extended Trips <sup>/4</sup>			Commuters <sup>/5</sup>		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
A. U.S.A.												
1. New England												
Maine	.1	2.6	10.0	.5	2.6	11.9	.1	2.1	11.1			
Massachusetts	.1	2.6	10.0	.9	4.6	21.4	.6	12.8	66.7			
Rest	.1	2.5	10.0	.5	2.6	11.9						
Total 1.	.3	7.7	30.0	1.9	9.8	45.2	.7	14.9	77.8			
2. Mid Atlantic												
New Ycrk	.1	2.6	10.0	.5	2.6	11.9	.1	2.1	11.1			
New Jersey				.3	1.6	7.1						
Pennsylvania	.2	5.1	20.0	.2	1.0	4.8	.1	2.1	11.1			
Total 2.	.3	7.7	30.0	1.0	5.2	23.8	.2	4.2	22.2			
I North East Census Geographical Region	.6	15.4	60.0	2.9	15.0	69.0	.9	19.1	100.0			
1. South Atlantic				.3	1.6	7.1						
2. East South Central												
3. West South Central	.1	2.6	10.0									
II South Census Geographical Region	.1	2.6	10.0	.3	1.6	7.1						
1. East North Central	.1	2.6	10.0	.5	2.6	11.9						
2. West North Central	.1	2.5	10.0	.1	.5	2.4						
III North Central Census Geographical Region	.2	5.1	20.0	.6	3.1	14.3						
1. Mountain				.2	1.0	4.8						
2. Pacific	.1	2.5	10.0	.2	1.1	4.8						
IV West Census Geographical Region	.1	2.5	10.0	.4	2.1	9.6						
Total A. - U.S.A.	1.0	25.6	100.0	4.2	21.8	100.0	.9	19.1	100.0			
B. Canada												
Nova Scotia	.8	20.5	27.6	7.4	38.3	49.3	1.4	29.8	36.9	.1	20.0	20.0
New Brunswick	1.3	33.3	44.8	3.9	20.2	26.0	1.2	25.5	31.6	.4	80.0	80.0
Prince Edward Island												
Maritime Provinces	2.1	53.8	72.4	11.3	58.5	75.3	2.6	55.3	68.5	.5	100.0	100.0
Newfoundland				.1	.5	.7						
I Atlantic Provinces	2.1	53.8	72.4	11.4	59.0	76.0	2.6	55.3	68.5	.5	100.0	100.0
1. Quebec	.2	5.1	6.9	.7	3.6	4.7	.3	6.4	7.9			
2. Ontario	.4	10.3	13.8	2.4	12.5	16.0	.7	14.9	18.4			
II Central Provinces	.6	15.4	20.7	3.1	16.1	20.7	1.0	21.3	26.3			
1. Manitoba							.1	2.1	2.6			
2. Saskatchewan				.1	.5	.6						
3. Alberta	.1	2.6	3.4									
III Prairie Provinces	.1	2.6	3.4	.1	.5	.6	.1	2.1	2.6			
IV B.C. & Territories	.1	2.6	3.5	.4	2.1	2.7	.1	2.2	2.6			
Total B. - Canada	2.9	74.4	100.0	15.0	77.7	100.0	3.8	80.9	100.0			
C. Foreign				.1	.5							
D. Unknown												
Total	3.9	100.0		19.3	100.0		4.7	100.0		.5	100.0	



FOOTNOTES TO TABLES C 16, C 17 AND C 18

- 1/ Source Ibid: Based on time of exit.
- 2/ Involves no overnight stay in Province.
- 3/ Involves 1 to 3 nights stay in Province.
- 4/ Involves more than 3 nights stay in Province.
- 5/ Commuting for work purposes.

Table C 19

ORIGIN AREA OF CAMPER PARTIES IN NATIONAL PARKS IN THE MARITIME PROVINCES IN 1970 (Sample Only)<sup>1/</sup>

	Cape Breton Highlands			Kejimikujik			Fundy			Prince Edward Island			Combined		
	No.	%	%	No.	%	%	No.	%	%	No.	%	%	No.	%	%
<b>A AMERICANS</b>															
1. New England															
Maine	45			12			127	4	7	57	11		241	2	
Rest	598			184			654		34	188	34		1624	12	
Total 1	643	13	35	196	7	41	781	23	41	245	12	45	1865	14	
2. Mid-Atlantic	687	14	37	178	6	37	678	20	36	177	8	32	1720	13	
I <u>Northeast Geographic Region</u>	1330	27	72	374	13	78	1459	43	77	422	20	77	3585	27	75
1. East North Central	219		12	41			179		10	49			488	4	
2. West North Central	32		2	4			23		1	10			69	1	
II <u>North Central Geographic Region</u>	251	5	14	45	2	10	202	6	11	59	3	11	557	5	12
1. South Atlantic	177		10	38			170		9	38			423	3	
2. Rest	23		1	5			22		1	4			54		
III <u>South Geographic Region</u>	200	5	11	43	2	9	192	6	10	42	2	8	477	3	10
IV West Geographic Region	62	1	3	15		3	35		2	25	1	4	137	1	3
TOTAL A	1843	38	100	477	17	100	1888	55	100	548	26	100	4756	36	100
B <u>FOREIGN AND UNKNOWN</u>	6						3			3			12		
<b>C CANADA</b>															
1. Quebec	538	11	18	79	3	3	320	9	21	514	24	32	1451	11	17
2. Ontario	945	19	31	135	5	6	681	20	44	454	21	28	2215	17	26
3. Prairies	20			7			11			14			83		
4. British Columbia	12	1	1	4		1	5	1	1	10	1	2			1
TOTAL 1-4	1515	31	50	225	8	10	1017	30	66	992	46	62	3749	28	44
5. Atlantic Provinces															
Residents	1257	26	41	1898	68	83	338	10	22	72	3	5	3565	27	42
Rest	274	5	9	175	7	7	178	5	12	538	25	33	1165	9	14
Total 5	1531	31	50	2073	75	90	516	15	34	610	28	38	4730	36	56
TOTAL C	3046	62	100	2298	83	100	1533	45	100	1602	74	100	8479	64	100
TOTAL A, B, and C	4895	100		2775	100		3424	100		2153	100		13247	100	

<sup>1/</sup> Source Computer Printout provided by National Parks Service, Department of Indian Affairs and Northern Development. Data based on a sample in selected campgrounds over a three month period in 1970.

Table C 20

PROVINCIAL CAMPGROUND ATTENDANCE IN NOVA SCOTIA 1966, 1970 & 1971 <sup>1/</sup>

Parks By Exit Survey (1971) Zones	1966					1970					1971														
	Permits Issued to Parties					Campers		Permits Issued to Parties					Campers		Permits Issued to Parties					Campers					
	NS. (000)	OP. (000)	US. (000)	Total (000)	%	Index	(000)	Index	NS. (000)	OP. (000)	US. (000)	Total (000)	%	Index	(000)	Index	NS. (000)	OP. (000)	US. (000)	Total (000)	%	Index	(000)	Index	
<u>Cape Breton</u>																									
Whycocomagh	1.3	1.8	1.6	4.7	24.1	100	17.8	100	1.7	3.2	2.2	7.1	20.2	151	27.7	254	1.9	3.7	2.3	7.9	20.3	168	29.6	166	
Mira River									1.7	1.3	.4	3.4	9.8	100	13.9	100	2.1	1.4	.4	3.9	10.0	115	15.8	114	
Battery									.2	.5	.4	1.1	3.2	100	3.6	100	.4	.7	.4	1.5	3.8	136	5.1	142	
Total	1.3	1.8	1.6	4.7	24.1	100	17.8	100	3.6	5.0	3.0	11.6	33.2	247	45.2	254	4.4	5.8	3.1	13.3	34.1	115	50.5	284	
<u>North Shore</u>																									
Tatamagouche	.3	.5	.4	1.2	6.2	100	4.6	100	.1	.2	.3	.6	1.7	50	1.9	41	-	-	-	-	-	-	-	-	-
Wentworth	.7	.5	.4	1.6	8.2	100	6.0	100	.5	.8	.6	1.9	5.4	119	7.3	122	.6	.8	.6	2.0	5.1	125	6.9	115	
Five Islands	.7	.4	.5	1.6	8.2	100	6.1	100	.6	.6	.8	2.0	5.7	125	7.4	121	.7	.7	1.0	2.4	6.1	150	8.4	138	
Salt Springs	.4	.3	.3	1.0	5.1	100	3.5	100	.5	.5	.4	1.4	4.0	140	5.0	143	.7	.7	.7	2.1	5.4	210	7.4	211	
Caribou	.9	1.1	.8	2.8	14.4	100	11.4	100	.8	1.4	1.1	3.3	9.4	118	12.5	110	.7	1.4	1.2	3.3	8.5	118	11.9	104	
Total	3.0	2.8	2.4	8.2	42.1	100	31.6	100	2.5	3.5	3.2	9.2	26.2	112	34.1	108	2.7	3.6	3.5	9.8	25.1	120	34.6	109	
<u>East Shore</u>																									
Boylston	.1	-	.1	.2	1.0	100	.9	100	.2	.1	.1	.4	1.1	200	1.4	155	.3	.1	.1	.5	1.3	250	1.5	167	
Porter's Lake									1.6	1.2	.9	3.7	10.5	100	14.1	100	1.7	1.2	.7	3.6	9.2	97	14.2	101	
Total	.1	-	.1	.2	1.0	100	.9	100	1.8	1.3	1.0	4.1	11.6	205	15.5	172	2.0	1.3	.8	4.1	10.5	100	15.7	172	
<u>Valley</u>																									
Smileys	1.2	.3	.2	1.7	8.7	100	6.9	100	2.0	.3	.3	2.6	7.4	153	9.7	141	1.9	.2	.2	2.3	5.9	135	9.0	130	
Valleyview									.2	.1	.2	.5	1.4	100	1.6	100	.2	.2	.2	.6	1.5	43	2.0	125	
Total	1.2	.3	.2	1.7	8.7	100	6.9	100	2.2	.4	.5	3.1	8.8	182	11.3	164	2.1	.4	.4	2.9	7.4	94	11.0	159	
<u>South Shore</u>																									
Ellenwoods Lake									.5	.2	.4	1.1	3.1	100	3.5	100	.7	.1	.3	1.1	2.8	100	3.9	111	
The Islands	.8	.3	.5	1.6	8.2	100	6.0	100	.8	.5	1.1	2.4	6.8	150	7.5	125	.6	.5	1.0	2.1	5.4	131	6.9	115	
Gravis Island																	.8	.6	.5	1.9	4.9		6.6		
Total	.8	.3	.5	1.6	8.2	100	6.0	100	1.3	.7	1.5	3.5	9.9	219	11.0	183	2.1	1.2	1.8	5.1	13.1	319	17.4	290	
<u>Halifax</u>																									
Laurie	1.2	1.1	.8	3.1	15.9	100	12.8	100	1.7	1.2	.8	3.7	10.5	119	13.5	105	1.6	1.3	.9	3.8	9.8	123	13.9	109	
TOTAL	7.6	6.3	5.6	19.5	100.0		76.0	100	13.1	12.1	10.0	35.2	100.0	180	130.6	172	14.9	13.6	10.5	39.0	100.0	200	143.1	188	

<sup>1/</sup> Data provided by the Province Parks Branch, Department of Lands and Forests.

Table C 21

1/ 2/ 3/

ORIGIN OF TOURIST PARTIES VISITING THE MARITIME PROVINCES DURING THE MAIN, EXTENDED AND ENTIRE SEASONS.

	<u>MAIN SEASON</u>			<u>EXTENDED SEASON</u>			<u>ENTIRE SEASON</u>		
	(000)	%	%	(000)	%	%	(000)	%	%
A USA									
1. New England									
Maine	192.6	25.7	45.4	120.5	49.1	71.3	313.1	31.5	52.8
Massachusetts	51.4	6.9	12.1	12.4	5.1	7.3	63.8	6.4	10.8
Rest	58.0	7.8	13.7	11.4	4.6	6.8	69.4	7.0	11.7
Total 1	302.0	40.4	71.2	144.3	56.8	85.4	446.3	44.9	75.3
2. Mid Atlantic									
New York	31.0	4.1	7.3	5.8	2.4	3.5	36.8	3.7	6.2
New Jersey	17.7	2.4	4.2	3.1	1.2	1.8	20.8	2.1	3.5
Pennsylvania	13.0	1.7	3.0	2.0	.8	1.2	15.0	1.5	2.5
Total 2	61.7	8.2	14.5	10.9	4.4	6.5	72.6	7.3	12.2
I North East Census Geographical Region	363.7	48.6	85.7	155.2	63.2	91.9	518.9	52.2	87.5
1. South Atlantic	22.5	3.0	5.3	3.2	1.3	1.9	25.7	2.6	4.3
2. East South Central	1.2	.2	.3	.5	.2	.3	1.7	.2	.3
3. West South Central	4.2	.5	1.0	1.2	.5	.7	5.4	.5	.9
II South Census Geographical Region	27.9	3.7	6.6	4.9	2.0	2.9	32.8	3.3	5.5
1. East North Central	21.9	2.9	5.2	4.2	1.7	2.5	26.1	2.6	4.4
2. West North Central	4.9	.7	1.1	1.2	.5	.7	6.1	.6	1.0
III North Central Census Geographical Region	26.8	3.6	6.3	5.4	2.2	3.2	32.2	3.2	5.4
1. Mountain	1.5	.2	.3	.4	.2	.2	1.9	.2	.3
2. Pacific	4.5	.6	1.1	3.0	1.2	1.8	7.5	.8	1.3
IV West Census Geographical Region	6.0	.8	1.4	3.4	1.4	2.0	9.4	1.0	1.6
Total A USA	424.4	56.7	100.0	168.9	68.8	100.0	593.3	59.7	100.0

(continued)

Table C 21

1/ 2/ 3/

ORIGIN OF TOURIST PARTIES VISITING THE MARITIME PROVINCES DURING THE MAIN, EXTENDED AND ENTIRE SEASONS. (Continued)

	MAIN SEASON			EXTENDED SEASON			ENTIRE SEASON		
	(000)	%	%	(000)	%	%	(000)	%	%
B Canada									
Nova Scotia	32.1	4.3	9.9	7.9	3.2	10.6	40.0	4.0	10.0
New Brunswick	1.1	.1	.3	.4	.2	.5	1.5	.2	.4
Prince Edward Island	2.2	.3	.7	1.6	.7	2.1	3.8	.4	1.0
Maritime Provinces	35.4	4.7	10.9	9.9	4.1	13.2	45.3	4.6	11.4
Newfoundland	8.3	1.1	2.6	1.8	.7	2.4	10.1	1.0	2.5
I Atlantic Provinces	43.7	5.8	13.5	11.7	4.8	15.6	55.4	5.6	13.9
1. Quebec	144.8	19.4	44.7	48.2	19.6	64.3	193.0	19.4	48.8
2. Ontario	125.6	16.8	38.8	13.9	5.7	18.5	139.5	14.0	35.0
II Central Provinces	270.4	36.2	83.5	62.1	25.3	82.8	332.5	33.4	85.3
1. Manitoba	1.5	.2	.5	.3	.1	.4	1.8	.2	.5
2. Saskatchewan	1.0	.1	.3	-	-	-	1.0	.1	.2
3. Alberta	5.0	.7	1.5	.5	.2	.7	5.5	.5	1.4
III Prairie Provinces	7.5	1.0	2.3	.8	.3	1.1	8.3	.8	2.1
1) British Columbia Territories	2.3	.3	.7	.4	.2	.5	2.7	.3	.7
Total B Canada	323.9	43.3	100.0	75.0	30.6	100.0	398.9	40.1	100.0
C Foreign	.2	-		.5	.2		.7	.1	
D Unknown	.1	-		.9	.4		1.0	.1	
Total	748.6	100.0		245.3	100.0		993.9	100.0	

1/ Source: Ibid

2/ All automobile parties exiting the Maritime Provinces as a region.

3/ Does not include travel by Maritime Provinces within the Maritime Region.

patterns are presented. The bulk have been derived from data obtained from the 1971 Exit Survey.

Much of the discussion that follows centres around the data presented in Tables C-9 to C-17 in which information is assembled by province on the basis of day, overnight and extended stays with the commuter component clearly designated. In general, most patterns revealed on a trip-length of stay basis conform with those observed in other tables, but naturally there are marked variations in quantities.

Table C-8 provides a time perspective for origin area analysis on the basis of automobile parties entering Nova Scotia between 1966 and 1971.

In Table C-21 the origin of parties exiting the maritime region in the Main, Extended and Entire Seasons is summarized. Only those parties exiting at Yarmouth and North Sydney in Nova Scotia and New Brunswick portals on the Maine and Quebec borders are included. Commuters are excluded. It is the totals for extra-regional visitation that are of most interest.

Tables C-19 & C-20 supply origin area information for campers in National Parks in the Maritime Provinces and provincial campsites in Nova Scotia. In general, patterns for campers conform with those revealed in the auto exit survey of 1971. Moreover, the strong emphasis of American visitation in the exit survey data for New Brunswick is verified in the statistics for Fundy National Park.

Data presented in the tables will have varying degrees of applicability in relation to particular tourist and recreation problems, and hence the full range of tables compiled is presented in this report. It is felt, however, that the most significant

relationships are revealed in the discussion that follows.

(b) Salient Features and Their Implications

(i) It is evident from Table C-8, showing the origin of automobile parties entering Nova Scotia in 1966 and 1971, that there has been no substantial shift in the market area of this province over the time period involved. It is highly probable that this stability is applicable to all provinces in the maritime region.

About 69% of the parties entering Nova Scotia in 1966 were of Canadian origin, and 70% in 1971.

The Atlantic Provinces were the dominant origin areas in both a Canadian and continental perspective. They represented 46% of all Canadian and American parties in 1966, and 67% of those of Canadian origin. Comparable values in 1971 were 43% and 62%.

In 1966, Quebec and Ontario provided 32% of the Canadian cars, and 22% of all automobile parties irrespective of origin. The values for 1971 were 36% and 25% respectively.

The New England Census Region supplied 44% of the American entries in 1966 and the value was similar in 1971. About 28% came from the Middle Atlantic States in 1966, and 30% in 1971. The Northeast Census Geographic Region, which includes the New England and Middle Atlantic States combined, was the origin region of 72% of the American parties in 1966, and 22% of all entries. Comparable values for 1971 were 74% and 22%.

Total visitation between 1966 and 1971 increased by

28%, or roughly 4.7% annually. Canadian visitation is increasing at a noticeably greater rate than American. Canadian parties grew by 29% over the six years. American parties increased by 23%. If the Atlantic Provinces are removed from consideration, then Canadian visitation grew by about 49% over the six-year period, or an average of 8.2% per year, which is markedly above the American growth rate.

(ii) From Tables C-9 to C-15 it is seen that the commuter traffic is of no significance in the case of Prince Edward Island, and that it represented the motivation for travel for only 4.7% of the vehicle parties exiting Nova Scotia during the Entire Season, and 1.7% in the Main Season. In New Brunswick it was of greater importance, being the cause for travel for 7.8% of the exiting parties during the Entire Season, and 5.6% in the Main Season.

In Nova Scotia, residents of the Maritime Provinces represented 99.5% of all exiting vehicle parties engaged in commuter travel in the Entire Season, and 100% in the Main Season.

There is greater diversity in the pattern of New Brunswick. In the Entire Season residents of Maritime Provinces represented about 25% of all Canadian and American vehicle parties exiting the province as commuters, and 36.6% of the Canadian parties. Corresponding values for the Main Season were 23.4% and 33.1%.

Residents of Ontario and Quebec are of major significance in the commuter pattern, representing 63.4% of all Canadian commuter parties in the Entire Season, and 44% of those of both Canadian and American origin.



Corresponding values for the Main Season were 66.9% and 47.3%. The importance of the New England Census Region closely approximates that of the Maritime Provinces with about 29.5% of the commuter parties during the Entire Season coming from this part of the U.S.A. They represented 97.6% of all American travellers exiting New Brunswick on a commuter basis. Corresponding values for the Main Season were 27.8% and 95.5%.

(iii) Trips involving a day or less stay in a province are of major significance, being the trip-length category for 44.2% of the parties exiting the Maritime Provinces during the Entire Season, 40.6% in the Main Season and 56.8% in the Extended Season. They were particularly important in New Brunswick representing 54.9% of all trips during the Entire Season, 51.5% in the Main Season and 67.0% in the Extended Season. Actually, New Brunswick accounted for 86.1% of all vehicles exiting the three provinces on this type of trip during the Entire Season, 89.3% in the Main Season and 78.4% in the Extended Season.

Trips of day-length stay are of least significance in the case of Prince Edward Island, where only 14,700 were recorded during the Entire Season, 10,800 in the Main Season and 3,900 in the Extended Season. Since a day trip would involve two ferry crossings, it is surprising that the totals are as high as indicated. Prince Edward Island actually recorded 1.8% of all day-stay-trip parties recorded by all three provinces during the Entire Season, and 1.7% in both the Main and Extended Seasons. During the Entire Season approximately 9.5% of the vehicles exiting

Prince Edward Island were on day-stay trips, 7.9% in the Main Season, and a surprising 14.0% in the Extended Season.

In the case of Nova Scotia, trips of day-length stay were decidedly of secondary significance in a volume sense.

In the Entire Season 37.2% of the vehicle parties exiting all provinces were on trips involving overnight stays; 39.0% in the Main Season, and 31.1% in the Extended Season. This trip type was most significant in New Brunswick, where it accounted for 64.1% of the total for all provinces during the Entire Season, 66.0% in the Main and 55.7% in the Extended Seasons. Proportionately it was strongest in Prince Edward Island, however, accounting for 59.1% of all trip types during the Entire Season, 57.3% in the Main and 69.2% in the Extended.

In Nova Scotia, 37.9% of the exiting parties in the Entire Season reported overnight stays, 39.3% in the Main and 34.2% in the Extended. In this proportionate sense this trip type was of slightly less significance in New Brunswick, where the corresponding values were: Entire Season - 34.3%, Main - 36.6%, and Extended - 26.0%.

About 18.5% of all vehicle parties exiting all provinces during the Entire Season were of the extended-stay type. Corresponding values for the Main and Extended Seasons were 20.4% and 12.1% respectively. Nova Scotia clearly dominated the extended stay trip, accounting for 45.4% of the total for the three provinces in the Entire Season, 44.2% in the Main and

52.1% in the Extended Seasons. Considering the trips involving extended stays from an individual-provincial perspective, they assumed their greatest proportionate values in Nova Scotia, accounting for 37.9% in the Entire, 43.3% in the Main and 23.5% in the Extended Seasons.

In Prince Edward Island 31.4% of the exiting parties during the Entire Season reported extended stays, 34.6% in the Main and 16.8% in the Extended Seasons. In New Brunswick only 10.8% of the exiting parties during the Entire Season were on trips involving an extended stay in the province, 7.9% in the Main and 7.0% in the Extended Seasons.

(iv) In the summary compilation that follows, rankings for major origin areas for exiting vehicles reporting day, overnight and extended stays in the provinces during the Entire Season are summarized. The percentage that each origin area contributes to the total number of exiting parties reporting particular lengths of stay is also shown.

It is noted that parties reporting trips of varying lengths of stays in a particular province may have remained for longer or shorter periods in another province. This fact does not destroy the significance in analysis.

The ranking pattern emerging from an analysis of data in Tables C-9, C-10 & C-11, referring to exiting parties for the Entire Season, is identical with that observed from an examination of tables related to exiting parties in the Main and Extended Seasons, and variations in the percentage values are generally minimal. In effect, the pattern revealed for the Entire Season is generally applicable to

RANKINGS FOR MAJOR ORIGIN AREAS <sup>1/</sup>

ORIGIN AREAS	NOVA SCOTIA						NEW BRUNSWICK						PRINCE EDWARD ISLAND					
	T r i p s						T r i p s						T r i p s					
	Day		Overnight		Extended		Day		Overnight		Extended		Day		Overnight		Extended	
	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>	Rank	% <sup>2/</sup>
New England Census Region	III	7.6	III	18.3	II	18.2	I	40.1	II	25.1	II	18.4	III	12.9	III	14.8	III	13.3
Mid-Atlantic Census Region	IV	2.7	IV	9.5	IV	12.1	IV	5.6	IV	11.1	IV	6.1	IV	10.9	IV	8.6	IV	5.2
Maritime Provinces	I	69.4	I	34.8	III	13.0	III	17.8	III	12.1	III	12.7	I	42.8	II	35.7	II	31.6
Central Can. Prov.	II	10.8	II	31.4	I	42.2	II	20.9	I	36.4	I	51.5	II	21.1	I	43.3	I	42.2

<sup>1/</sup> Based on data presented in Tables C-9, C-10, C-11 that cover the Entire Season, May 15th to October 31st.

<sup>2/</sup> Refers to percentage of total exiting parties from all origin areas in Canada and United States, reporting the particular length of stay indicated. Percentage values show the relative strength of a particular origin area.

the Main and Extended Seasons.

It is noted that origin-area analysis for total party-and-person nights spent in the provinces by trip category, analysed subsequently, provides an additional market-area insight. Only part of the situation is revealed in this discussion.

It will become immediately apparent that the pattern is somewhat more complicated than might have been expected. Origin areas frequently receive different rankings in each of the provinces in relation to particular lengths of stay. Moreover, the relative strength of each of the origin areas differs noticeably. The results clearly indicate that marketing relationships for the Maritime Provinces are by no means uniform.

In terms of the day-stay category the Maritime Provinces occupy the leading ranking in Nova Scotia and Prince Edward Island providing 69.4% and 42% of the parties respectively. In New Brunswick the New England Census Region ranked first with residents of this portion of United States supplying 40.1% of the parties. Maine is the dominant factor in this grouping, accounting for 76% of its total.

The Central Canadian Provinces ranked second in Nova Scotia, New Brunswick and Prince Edward Island. They were very important in Prince Edward Island and New Brunswick, accounting for 21% of all exiting parties staying one day or less in each case. In contrast, the corresponding value for Nova Scotia was only 10.8%.

In the central provinces' grouping that includes Quebec and Ontario the latter was the dominant area in each case. In Nova Scotia, it supplied 82% of the parties domiciled in central Canada, but its dominance was less in New Brunswick and Prince Edward Island where the corresponding values were 68% and 62% respectively. Quebec is clearly a significant origin area in the day-stay category in New Brunswick, accounting for 56% of the total for Central Canadian Provinces, and 16.8% of all day-stay parties irrespective of area of origin.

Within the day-stay category the New England Census Region ranked third in the case of Nova Scotia and Prince Edward Island, with percentage values being markedly below those for first ranking origin areas. In Nova Scotia, Maine was the dominant state accounting for 42% of the New England total. In Prince Edward Island, Massachusetts dominated, with the corresponding value being 53%. In New Brunswick, parties domiciled in the Maritime Provinces occupied third ranking position.

On the day-stay basis the Middle Atlantic Region ranked fourth, a position it occupied for every trip length. New York was the dominant state, accounting for 74% of the day-stay parties from this Census Region that exited Nova Scotia, and 71% of those exiting New Brunswick. Interestingly, Pennsylvania, New York and New Jersey were of about equal significance in the case of Prince Edward Island.

In terms of trips involving an overnight stay, the Maritime Provinces were the first ranking origin area in Nova Scotia, third ranking in New Brunswick and second ranking in Prince Edward Island. The strength of the first-ranking Central Canadian Provinces in Prince Edward Island

is particularly noticeable. The value for this origin-area grouping was 43.3% as compared with 34.8% for the first-ranking Maritime Provinces' origin grouping in Nova Scotia.

In Prince Edward Island, 77% of the exiting vehicles with overnight stays coming from the Central Canadian Provinces were from Ontario. The value is substantially lower in New Brunswick, namely 62%.

There is considerable variation in areas receiving Rank II origin-area status for trips with overnight stays. In Nova Scotia, this position was occupied by the Central Canadian Provinces (31.4%). In this case, Ontario was the domicile of 78% of the parties, and Quebec only 22%. In New Brunswick, Rank II fell to the New England Census Region (40.1%). Massachusetts was the dominant state in this grouping, accounting for 56% of its parties. In Prince Edward Island, the Maritime Provinces received Rank II status.

In Nova Scotia, the third-ranking origin area for trips with overnight stays was the New England Census Region. In this grouping Massachusetts was the dominant state, supplying 45% of its parties. This census region also ranked third in Prince Edward Island. Again, Massachusetts was the dominant state, with the corresponding value being 54%. In New Brunswick, Maritime Provinces occupied a Rank III position.

In all provinces the Middle Atlantic Census Region ranked fourth among the origin areas for parties with overnight stays. New York was always dominant, accounting for 63% of the parties coming from the region in the case of

Nova Scotia , 46 % in New Brunswick, and 68 % in Prince Edward Island.

In the very important extended-stay category the Central Canadian Provinces ranked first among the origin areas. In Nova Scotia, they accounted for 42.2 % of all vehicles exiting after extended stays, 51.5 % in New Brunswick, and 42.2 % in Prince Edward Island. Eighty-two percent of all parties from this origin area came from Ontario in the case of Nova Scotia, 68 % in New Brunswick, and 62 % in Prince Edward Island. Residents from Quebec are clearly of greater significance in a proportionate sense in the case of New Brunswick and Prince Edward Island, but they are never dominant.

In Nova Scotia and New Brunswick, Rank II was accorded the New England Census Region in the case of trips with extended stays. In both cases, however, the region is far below the first-ranking Central Canadian Provinces in volume terms. Only 18.2 % of all exiting parties in Nova Scotia in this trip-category came from New England, and 18.4 % in New Brunswick. Massachusetts was the dominant state in the New England grouping in Nova Scotia (49 %), in New Brunswick (56 %). In Prince Edward Island, residents of the Maritime Provinces represented the second-ranking origin-area grouping, and they contributed 31.6 % of all exiting parties in this category.

Third-ranking origin area for the extended-trip category in Nova Scotia and New Brunswick was the Maritime Provinces. In both provinces, they accounted for about 13 % of all exiting vehicle parties in the extended-stay category. In Prince Edward Island, the third-ranking origin area was the New England Census Region, but it



provided only 13.3% of all exiting parties indicating extended stays. Massachusetts was the dominant state in the grouping, providing 54% of all its parties.

Insofar as trips with extended stays are concerned, Rank IV was assumed by the Middle Atlantic Census Region. New York was the dominant state in each instance, accounting for 63% of the group total in Nova Scotia, 40% in New Brunswick and 68% in Prince Edward Island.

(v) A large number of trips with day and overnight stays were recorded in each of the provinces by residents living in distant areas, such as the Middle Atlantic Region and the Central Canadian Provinces. Many frequently spent considerably more time in other provinces, but the pattern is suggestive of substantial mobility within the Maritime Provinces. This in turn is a reflection of the fact that a very high percentage of visitors are engaged in regional landscape touring, with no province being able to retain a large proportion of the visitors for really lengthy periods. This is true for Prince Edward Island as it is for New Brunswick or Nova Scotia.

(vi) Table C-21, in which data are compiled from a regional perspective, is of major interest from the standpoint of visitation from the United States and those portions of Canada exclusive of the Maritime Provinces.

During the Entire Season 946,900 individual parties, including commuters, exited the region. Of these, 593,300 or 62.7% were American and 353,600 or 37.3% Canadian (excluding residents of the Maritime Provinces). Corresponding values for the Main Season were: American:- 424,400 -

59.5%, Canadian:- 288,500 - 40.5%, and for the Extended Season: American:- 168,900 - 72.2%, Canadian:- 65,100 - 27.8%.

On the basis of data presented in Tables C-9, C-10 & C-11, it is possible to remove commuters exiting New Brunswick from totals for the Entire Season as indicated in the foregoing paragraph. Parties exiting the region exclusive of commuters then become: American:- 560,400 - 64%, Canadian (exclusive of Maritime residents) 305,600 - 35.3%; Combined:- 866,000 - 100%. This then represents the scale of individual party visitation to the maritime region from the United States and Canada (exclusive of residents of the Maritime Provinces) on day, overnight and extended trips combined.

Table C-10 indicates that 259,400 parties on day trips from Maine and 83,000 from Quebec exited New Brunswick. Some of these parties were leaving the region after a trip of one or more nights to other Maritime Provinces. Other parties were of a true day type in that they travelled to a destination in New Brunswick and returned to their place of residence on the same day.

If it is assumed that 60% of the day stays recorded for Maine and Quebec parties shown in Table C-10 were of the latter type, then the total number of extra-regional non-commuting parties on overnight and extended trips to the region were as follows:- American - 404,800 - 61.3%, Canadian - 255,800 - 38.7%; Combined - 660,600 - 100%. While the foregoing procedure is undoubtedly highly subjective in nature, a reasonable representation of the order of magnitude of individual party day, overnight and extended non-commuting trips to the maritime region by extra-regional residents emerges.

Again using data presented in Tables C-9, C-10 & C-11 and removing commuters and maritime residents from consideration, the following totals for vehicle parties exiting the individual provinces during the Entire Season are obtained.

	<u>American</u>	<u>Canadian</u>	<u>Combined</u>
Nova Scotia	136, 600 - 49.6 %	139, 000 - 50.4 %	275, 600 - 100 %
P. E. I.	44, 500 - 44.3 %	56, 000 - 55.7 %	100, 500 - 100 %

It is reasonable to assume that all these parties were on overnight or extended trips to the region even though some spent no nights in Nova Scotia or Prince Edward Island, that is to say, they simply passed through parts of them in a single day of travel.

If it is assumed that there were 660, 600 individual parties from the United States and points in Canada outside the Maritime Provinces on overnight and extended trips to the region, then it is possible to estimate the drawing strength of Nova Scotia and Prince Edward Island in relation to this regional value.

Apparently Nova Scotia attracted 275, 600 Canadian and American parties, or 41.7% of a total of 660, 600. Prince Edward Island drew 100, 500 parties or 15.2%.

Nova Scotia attracted 136, 600 or 33.7% of the regional total of 404, 800 American parties. Prince Edward Island drew 44, 500 or about 11.0%.

Nova Scotia attracted 139, 000 Canadian parties or 54.3% of the regional total of 255, 800. Prince Edward Island drew 56, 000 or 21.9%.

The foregoing calculations could be refined on the basis of information contained in the computer print-outs for the 1971 Exit Survey if time were available. In the present state, however, they clearly indicate the scale of the share of the total visitation to the region from external market areas received by Nova Scotia and Prince Edward Island.

4. Entry and Exit Patterns and Travel Foci - Tables C-22, C-23, C-24 & C-25

(a) Initial Comment

Tables C-22 and C-24 summarize the volume movement of parties in and out of the provinces by specific geographic locations, and provide indications of the regional foci of visitation on an Entire Season basis.

Similar information is available for the Main Season, but time did not permit its analysis. A cursory examination of the data, however, suggests that the patterns revealed in Tables C-22 and C-24 are similar to those of the Main Season, and to a large extent the shoulder seasons.

The information presented in Table C-23 for automobile party visitors to Nova Scotia by point of entry from 1966 to 1971 provides some historic perspective that is applicable to New Brunswick and Prince Edward Island in a general way.

(b) Salient Features and Their Implications

(i) Table C-22 indicates a general tendency towards balance in the volume of entries and exits at particular border points. Considerable disparity occurs in Yarmouth, however, where entries exceed exits by about 11,200 or 62%. At Digby, entries also exceed exits by about 15%, but the numerical difference

Table C 22

PARTIES BY POINT OF ENTRY AND EXIT 1971 <sup>1/</sup>

	<u>Entry</u> <u>(000)</u>	<u>%</u>	<u>Exit</u> <u>(000)</u>	<u>%</u>
<b>A <u>NOVA SCOTIA</u></b>				
<b>I <u>South West Portals</u></b>				
Yarmouth	29.3	6.8	18.1	4.2
Digby	22.4	5.2	19.4	4.5
Sub Total I	51.7	12.0	37.5	8.7
<b>II <u>North West Portals</u></b>				
Amherst	312.9	72.6	331.5	76.9
Tidnish	8.6	2.0	11.3	2.6
Caribou	36.7	8.5	29.5	6.8
Sub Total II	358.2	83.1	372.3	86.3
III <u>North Sydney Portal</u>	20.7	4.8	21.2	4.9
IV <u>Halifax Portal</u>	.4	.1		
TOTAL A	431.0	100.0	431.0	100.0
<b>B <u>NEW BRUNSWICK</u></b>				
<b>I <u>Northern Portals</u></b>				
<b>1 <u>North West</u></b>				
Edmunston TCH	144.9	10.4	64.6	4.6
Edmunston USA	110.1	7.9	140.0	10.0
Caron Brook Clair *	24.3	1.7	28.7	2.1
Caron Brook Lac Baker *	73.6	5.3	87.1	6.2
Sub Total 1	352.9	25.3	320.4	22.9
<b>2 <u>North East</u></b>				
Matepedia Tide Head	34.0	2.4	36.7	2.6
Cambellton	99.0	7.1	118.4	8.5
Dalhousie *	6.1	.5	7.2	.5
Sub Total 2	139.1	10.0	162.3	11.6
Sub Total I	492.0	35.3	482.7	34.5
<b>II <u>West Portals</u></b>				
<b>1 <u>South West</u></b>				
Campbells *	45.1	3.2	53.4	3.8
Deer Island *	13.2	.9	15.5	1.1
St. Stephen	191.8	13.8	162.6	11.7
Mill Town *	20.7	1.5	24.6	1.8
Sub Total 1	270.8	19.4	256.1	18.4
<b>2 <u>Mid West</u></b>				
St. Croix	20.1	1.5	22.7	1.6

(continued)

Table C 22

PARTIES BY POINT OF ENTRY AND EXIT 1971 <sup>1/</sup> (CONT'D)

	Entry (000)	%	Exit (000)	%
Forest and Forestville *	4.3	.3	5.1	.4
Woodstock (Houlton)	79.4	5.7	89.3	6.4
Centreville *	4.8	.3	5.8	.4
Perth Andover	19.7	1.4	22.2	1.6
Limestone *	11.6	.8	13.7	1.0
Grand Falls *	12.3	.9	14.5	1.0
St. Leonard	42.3	3.1	42.5	3.0
Sub Total 2	194.5	14.0	215.8	15.4
Sub Total II	465.3	33.4	471.9	
<u>III South East Portals</u>				
Saint John (Ferry)	19.3	1.4	16.2	1.2
Autac (from N.S.)	296.0	21.2	298.5	21.4
Baie Verte *	11.6	.8	13.7	1.0
Cape Tormentine	110.1	7.9	111.3	8.0
Sub Total III	437.0	31.3	439.7	
TOTAL B	1394.3	100.0	1394.3	100.0
<u>C PRINCE EDWARD ISLAND</u>				
<u>I Automobile</u>				
Borden	115.4	70.0	113.5	68.9
Wood Island	43.0	26.0	42.4	25.7
Sub Total I	158.4	96.0	155.9	94.6
<u>II Bus Borden</u>				
	1.1	.7	2.0	1.2
<u>III Air</u>				
Charlottetown			6.8	4.1
Summerside	4.9	3.0	.2	.1
<u>IV Other</u>				
	.5	.3		
TOTAL C	164.9	100.0	164.9	100.0

<sup>1/</sup> Source Ibid. Includes all purposes and types of travel including commuting and air and bus parties exiting Prince Edward Island.

\* Estimated by distributing 227,602 parties grouped as "other" between entry points for which no entry data was given proportionate to their ratio for exiting parties for which data was given.

AUTOMOBILE TRAFFIC BY POINT OF ENTRY 1966, 1970 & 1971 - NOVA SCOTIA <sup>1/</sup>

(Includes All Purposes of Travel)

ENTRY POINTS	1 9 6 6				1 9 7 0			1 9 7 1					
	Car (000)	Parties %	Parties %	Index	Car (000)	Parties Index	Parties Index	Car (000)	Parties %	Parties %	Index	Tourists (000)	%
<u>Amherst</u>													
Canadian <sup>2/</sup>	150.8	72	80		182.1			194.3	74	79		604.5	
American	59.6	28	69		70.4			67.7	26	64		215.4	
Other	.2				.6			.6				1.8	
Total	210.6	100	76	100	253.1	120		262.6	100	75	125	821.7	76
<u>Tignish</u>													
Canadian <sup>2/</sup>	14.9	83	8		9.9			11.6	89	5		32.8	
American	3.1	17	4		1.3			1.5	11	1		4.1	
Other													
Total	18.0	100	7	100	11.2	62		13.1	100	4	73	36.9	4
<u>Caribou</u>													
Canadian <sup>3/</sup>	15.8	65	8		23.2			23.4	69	10		77.0	
American	8.5	35	10		10.6			10.5	31	10		32.4	
Other													
Total	24.3	100	9	100	33.8	139		33.9	100	9	140	109.4	10
<u>North Sydney<sup>4/</sup></u>													
Canadian	3.8	100	1	100	6.1	160		6.1	100	2	160	20.2	2
<u>Digby</u>													
Canadian <sup>3/</sup>	2.8	44	1		3.0			7.6	49	3		10.1	
American	3.6	56	4		4.2			7.8	51	7		12.8	
Other													
Total	6.4	100	2	100	7.2	113		15.4	100	4	241	22.9	2
<u>Yarmouth</u>													
Canadian <sup>3/</sup>	1.5	12	2		1.9			1.5	7	1		6.3	
American	11.2	88	13		19.1			18.8	93	18		58.6	
Other													
Total	12.7	100	5	100	21.0			20.3	100	6	160	64.9	6
<u>Combined</u>													
Canadian	189.6	69	100	100	226.2	119		244.5	70	100	129	750.9	
American	86.0	31	100	100	105.6	123		106.3	30	100	124	323.3	
Other	.2				.6			.6				1.8	
Total	275.8	100	100	100	332.4	120		351.4	100	100	127	1076.0	100

1/ Source: Census of Motor Cars, Nova Scotia Travel Bureau. Includes all purposes of travel. Covers period June 1st to October 31st.

2/ Canadian totals reduced by 25% of New Brunswick traffic to remove commuters.

3/ Newfoundland cars removed from Canadian totals for Caribou, Digby and Yarmouth to avoid double counting.

4/ Includes only Newfoundland cars.

Table C 24

THE REGIONAL FOCUS OF TOURIST VISITATION<sup>1/</sup>

	Parties travelling in <sup>2/</sup>			Parties staying overnight in <sup>3/</sup>			Person nights spent in <sup>4/</sup> Adjusted			
	(000)	%	%	(000)	%	(000)	%	(000)	%	
<u>NOVA SCOTIA</u>										
Halifax, Dartmouth	151.3	35.1	3.9	112.0	26.0	774.4	17.2	786.5	6.5	
Cape Breton	154.5	35.8	4.0	124.1	28.8	1277.5	28.4	1298.7	10.7	
Annapolis Valley	88.2	20.5	2.3	60.9	14.1	497.9	11.1	507.6	4.2	
North Shore	353.5	82.0	9.1	171.6	39.8	1189.1	26.6	1216.4	10.0	
South Shore	79.6	18.5	2.0	57.5	13.3	480.8	10.6	484.7	4.0	
East Shore	33.4	7.8	.8	15.8	3.7	274.9	6.1	278.9	2.3	
Total	860.5		22.1			4494.6	100.0	4572.8	37.7	
<u>NEW BRUNSWICK</u>										
North Shore	175.3	12.6	4.5	79.1	5.7	823.1	15.3	860.1	7.1	
Western N. B.	479.1	34.4	12.3	146.8	10.5	1064.8	19.8	1113.1	9.2	
Miramichi	96.5	6.9	2.5	27.1	1.9	222.2	4.3	241.7	2.0	
Mactaquac	327.2	23.5	8.4	84.5	6.1	563.3	10.5	590.3	4.9	
Grand Lake	290.5	20.8	7.5	15.8	1.1	138.5	2.6	146.1	1.2	
East Coast	596.0	42.7	15.3	152.6	10.9	1192.0	22.2	1248.0	10.3	
Fundy Coast	530.8	38.1	13.6	164.4	11.8	1102.5	20.6	1158.0	9.5	
Albert County	46.2	3.3	1.2	31.4	2.3	253.2	4.7	264.2	2.2	
Total	2541.6		65.3			5366.6	100.0	5621.5	46.4	
<u>PRINCE EDWARD ISLAND</u>										
West of Summerside	29.6	10.6	.8	10.2	6.2	140.5	7.1	143.2	1.2	
Summerside	74.9	45.4	1.9	20.8	12.6	160.2	8.4	163.2	1.3	
Between Summerside and Charlottetown	147.4	89.4	3.8	73.4	44.5	930.3	49.0	947.9	7.8	
Charlottetown	142.4	86.4	3.6	43.9	26.6	287.9	15.2	293.4	2.4	
East of Charlottetown	97.7	59.2	2.5	26.4	16.0	379.1	20.0	386.3	3.2	
Total	492.0		12.6			1898.0	100.0	1934.0	15.9	

<sup>1/</sup> Source Ibid. Includes Entire Season, May 15 - Oct 31.

<sup>2/</sup> Indicated parties travelling in or through a particular part of a province.

<sup>3/</sup> Indicates parties staying one or more nights in a particular part of the province.

<sup>4/</sup> Data taken directly from printouts.

<sup>5/</sup> The total person nights shown in the printout on a provincial basis excluded the total person nights shown by regions. Adjustments were made to bring the total person nights by district equal to the total person nights shown for the province. The upward adjustment was made proportionate to the percentage distribution for person nights shown in the column immediately to the left.



Table C 25

MAIN DESTINATION OF AMERICAN PARTIES EXITING AT NOVA SCOTIA BORDER POINTS <sup>1/</sup>  
DURING ENTIRE SEASON

	Parties Exiting Yarmouth, Nova Scotia		Parties Exiting Nova Scotia & New Brunswick Border		Combined	
	(000)	%	(000)	%	(000)	%
Nova Scotia	16.2	90.0	47.9	10.6	64.1	13.6
New Brunswick	.4	2.2	357.4	79.1	357.8	76.2
PEI	.8	4.4	17.4	3.9	18.2	3.9
Maritime Provinces	17.4	96.6	422.7	93.6	440.1	93.7
Newfoundland	.3	1.7	2.9	.6	3.2	.7
Atlantic Provinces	17.7	98.3	425.6	94.2	443.3	94.4
Quebec	.2	1.1	23.8	5.3	24.0	5.1
Ontario	.1	.6	2.4	.5	2.2	.5
BC & NWT	-	-	.3	-	.3	-
Total	18.0	100.0	451.8	100.0	469.8	100.0

<sup>1/</sup> Source: Ibid.

is only 3,000 parties. Considering Digby and Yarmouth in combination, or what might be termed the southwest portals for Nova Scotia, entries exceed exits by 14,200 or roughly 38%.

At the northeast portals of New Brunswick exits exceed entries by 23,200 or 16.7%. At the northwest portals of New Brunswick, in contrast, entries exceed exits by about 32,500 or 10.1%.

Differences at all other points are in the order of 5%. Frequently they are in the order of 1% to 2%, and of no major significance.

(ii) An examination of automobiles passing in both directions through maritime regional portals, including Yarmouth and North Sydney, Nova Scotia, and the northwest, northeast, southwest and mid-west portals of New Brunswick, is interesting. About 2.0 million vehicle parties moved in both directions through these portals during the Entire Season with entrances exceeding exits by about 1.3%.

Yarmouth and North Sydney in Nova Scotia are of modest significance as regional exit and entrance points. Parties moving in both directions through Yarmouth totalled 47,400, which is 2.4% of the maritime regional total. Values for North Sydney were 41,900 parties, or 2.1%.

The four portals in Northwest New Brunswick grouping rank first as regional entrance and exit points. Edmundston is clearly the dominant point for the grouping, and for the Maritime Provinces as a whole. As a group the northwest portals accounted for 673,300 vehicle parties moving in and out of the Maritime Provinces as a region during the Entire Season. This was 33.6%

of the total for all maritime regional portals.

The TransCanada Highway and the U. S. A. route focused on Edmundston accounted for 459,600 party movements in both directions, or 23% of the total for all Maritime Provinces, and 68% of that associated with the Northwest New Brunswick portals of Edmundston, Caron Brook, St. Hilaire and Caron Brook-Lac Baker. About 45.6% of the movement was related to the TransCanada Highway route and 54.4% to the American route. Volume movements were, therefore, about 19.4% greater along the U. S. route than along the TransCanada Highway. Entrances were about 131% greater than exits along the TransCanada route while exits were 27.1% greater along the American route.

The southwest portals of New Brunswick ranked second, accounting for 526,900 vehicle passages in both directions in the Entire Season. This was 26.3% of all maritime regional movements. St. Stephen was the major point in this grouping, accounting for 354,400 vehicle movements, which was about 17% of the total for the maritime region, and 67.3% of that for the grouping.

The mid-west New Brunswick grouping ranked third, accounting for about 410,300 vehicle movements in both directions, or 20.5% of the total for the Maritime Provinces. The Woodstock-Houlton portal dominates this grouping, accounting for 168,700 movements, which was 8.4% of the total for all maritime regional portals, and 41.1% of that for the New Brunswick Mid-west grouping. Values for St. Leonard, the second most important point, were about 50% of those at Woodstock-Houlton.

The northeast group in New Brunswick ranked fourth in a regional sense, accounting for 301,400 crossings in both directions, which was 15.1% of the total for the maritime region. Campbellton is the dominant point, recording 217,400 movements

in both directions, which was 10.8% of the maritime regional total, and 72.1% of that of the grouping.

(iii) The pattern in the general vicinity of Baie Verte, Tidnish, Amherst and Aulac is extremely interesting.

On the basis of information for the New Brunswick inter-provincial portals of Aulac and Baie Verte, there were about 620,000 party crossings in both directions during the Entire Season. On the basis of Nova Scotia data for Amherst and Tidnish, border crossings in both directions were about 664,000. The mean value between these two estimates is 642,000.

Using the mean value, it would appear that the interprovincial crossings in this portion of the Maritime Provinces are about 32% of the total volume of crossings at all regional entrance and exit points to the Maritime Provinces previously noted. There were about 85.3% of the total number of crossings in the group of the Northwest New Brunswick portals that ranked first as regional entrance and exit points. Vehicle movements across the Nova Scotia-New Brunswick provincial boundary along TransCanada Highway during the Entire Season appeared to be about 35% greater than that at Edmundston, the leading individual regional port of entry and exit. The logistical advantages of this portion of the Maritime Provinces are clearly substantiated.

(iv) Prince Edward Island data indicate 314,300 vehicle crossings in both directions during the Entire Season using both the Borden and Wood Island ferries. This is about 49% of the estimated volume of 642,000 parties involved in interprovincial crossings on TransCanada Highway.

(v) New Brunswick and Nova Scotia data indicate between 36,000 and 42,000 party crossings in both directions on the Digby-

Saint John ferry, the mean value being 39,000. This is only about 12.4% of party movements on the Prince Edward Island ferries.

(vi) Table C-23 shows that the percentage distribution of car parties moving through Nova Scotia entry points has not shifted substantially between 1966 and 1971. It is likely that the percentage values noted in the foregoing discussion of entrance and exit patterns for 1971 were roughly similar in 1966. The build-up of traffic through the Woodstock-Houlton portal due to improved highway construction in the United States probably represents the only significant exception.

The rate of growth of incoming traffic at the entry points of Nova Scotia is of considerable interest. Improved ferry service at North Sydney has resulted in a 60% growth in travel. The increase at Digby in the order of 141% is outstanding. The 60% increase at Yarmouth is probably attributable to the addition of a second ferry.

Interestingly, Amherst traffic has grown by only 25%. Since this is the most significant entry point for the province, it is the pace-setter for the growth in provincial tourist volume. In contrast, Tidnish as a point of entry shows a decline in the order of 27%.

(vii) The regional focus of travel is clearly displayed in Table C-24. The pattern is summarized in terms of ranking for total volume of person-nights.

In terms of person-nights spent within their confines, three Rank I areas can be distinguished on a maritime region basis, including Cape Breton, the Northshore of Nova Scotia and the East Coast of New Brunswick. Person-nights spent in each range from 1.2 million to 1.3 million with the mean being 1,254,400.

Cape Breton region in Nova Scotia leads with 1,298,700 person-nights, or 10.7% of the total for the maritime region. Of a total of close to 3.9 million mentions of travel in all regions shown in the lefthand column of Table C-24, Cape Breton received only 4%. Cape Breton Island therefore clearly has extremely strong holding and destination area strength.

The Fundy Coast and the Western Region of New Brunswick ranked second in terms of person-nights spent therein, both having values in the order of 1.1 million, with the mean being 1,135,500.

The Fundy Coast obtained 9.5% of the maritime regional total in person-nights, while it received 13.6% of the regional total of mentions for areas travelled in. Western New Brunswick received 9.2% of the person-nights, and 12.3% of the regional mentions. While these portions of New Brunswick have some holding and destination area qualities, it is clear that their high person-night totals are dependent in a large extent on the great volume of traffic passing through them.

The Northshore of New Brunswick, with 860,100 person-nights or 7.1% of the regional total, and the area between Summerside and Charlottetown in Prince Edward Island, with 947,900 person-nights and a corresponding value of 7.8%, assume Rank III status. The percentage value for areas travelled in was 4.5 in the case of Northshore, and 3.8 for the Summerside-Charlottetown area. It is clear that both these areas have substantive destination and holding area strength. The situation in the Northshore of New Brunswick is significant from the standpoint of a national park development at Kouchibouguac.

It is noted that the mean value for person-nights for

Rank III areas is 917,500. This is about 73% of that for Rank I areas, and 81% of that for Rank II areas.

The Halifax-Dartmouth District with 786,500 person nights or 6.5% of the regional total assumes Rank IV. Since only 3.9% of parties mentioned travelling in this area, it would appear that it has substantive holding and destination area strength.

Three areas with a mean person-night value of 527,500 can be accorded Rank V status. Included in the group are the Annapolis Valley (507,600 person-nights or 4.2% of the regional total), Mactaquac (590,300 person-nights or 4.9%), and the Southshore of Nova Scotia (484,700 person-nights or 4.0%). Approximately 2.3% of the mentions for areas travelled in were recorded by the Annapolis Valley, and 2.0% by the Southshore. There is a suggestion again that these areas have considerable holding and destination area potential. In contrast, Mactaquac received 8.4% of the regional total of mentions for areas travelled in, but recorded 4.9% of total person-nights. It is clear that the holding and destination area strength of this district is not strong. In effect, it cannot tap volume traffic movement and translate it into person-nights as effectively as some other portions of the Maritime Provinces.

The remaining areas shown in Table C-24 are not ranked. It is important to note, however, that there is a reasonable correspondence between the percentages for person-nights spent in each, and those for mentions of areas travelled in. In effect, these areas appear to be attaining person-night volumes proportionate to the flow of traffic through and within them.

It will be obvious that the foregoing comparison of percentages for person-nights and areas travelled in, provides a crude measure

of resource attractivity and ability to perform holding and destination area functions for tourism and recreation. It is to be noted, however, that the measure, as used in this report, is crude since travel for all purposes and of all trip lengths is included. The principle involved, however, is interesting, and if the comparison were made solely in terms of overnight and extended trips by non-residents, it might prove to be an effective tool for quality evaluation. Further research on this aspect appears desirable.

5. Trip Purpose and Activity Participation - Tables C-26, C-27 & C-28

(a) Initial Comment

Trip purpose patterns are summarized in Tables C-26 & C-27. Activity participation, together with expectations and the realization by respondent parties, is shown in Table C-28.

(b) Salient Features and Their Implications

(i) In the Entire Season non-tourist and recreation travel purposes were recorded by 32.4% of the parties exiting Nova Scotia, 43.1% leaving New Brunswick and 14.0% departing Prince Edward Island. The corresponding values for the Main Season were markedly lower, being: Nova Scotia - 19.9%, New Brunswick - 22.3%, and Prince Edward Island 9.8%. This type of trip occupies a more significant proportionate position in the shoulder seasons.

(ii) During the Entire Season, tourist and recreation trip purposes were indicated by 67.6% of the parties exiting Nova Scotia. Similar values for New Brunswick and Prince Edward Island were 56.9% and 86.0% respectively. During the Main Season the corresponding values were: Nova Scotia - 80.1%, New Brunswick - 77.7% and Prince Edward Island - 92.0%.



Table C 26

PURPOSE OF TRIPS TO THE MARITIME PROVINCES ENTIRE SEASON 1971 <sup>1/</sup>

C-61

	NOVA SCOTIA			NEW BRUNSWICK			PRINCE EDWARD ISLAND		
	Parties (000)	%	%	Parties (000)	%	%	Parties (000)	%	%
<b>A Non Tourist &amp; Recreation Travel</b>									
<b>I Commuting <sup>2/</sup></b>									
Staying less than 24 hours	9.8	2.3		47.6	3.4		.1	.1	
Staying more than 24 hours <sup>5/</sup>	3.8	.9		10.6	.8		.9	.5	
Total I	13.6	3.2		58.2	4.2		1.0	.6	
<b>II Business &amp; Work Transfer</b>									
Business	34.1	7.9		96.1	6.9		15.0	9.1	
Military & Education <sup>3/</sup>	2.5	.6		11.1	.8		.2	.1	
Other <sup>4/</sup>	42.7	9.9		225.0	16.1		1.4	.9	
Total II	79.3	18.4		332.2	23.8		16.6	10.1	
<b>III Personal</b>									
Shopping	23.7	5.5		61.7	4.4		.1	-	
Other Personal Affairs	15.6	3.6		138.7	9.9		4.7	2.9	
Total III	39.3	9.1		200.4	14.3		4.8	2.9	
<b>IV Conventions</b>									
Total A	139.6	32.4		602.1	43.1		23.0	14.0	
<b>B Tourist &amp; Recreation Travel</b>									
<b>I Visit Friends and Relatives</b>	88.4	20.5	30.3	293.0	21.0	37.0	21.9	13.3	15.4
<b>II Outdoor Sports</b>	6.9	1.6	2.4	29.0	2.1	3.6	11.4	6.9	8.0
<b>III Sightseeing</b>	196.1	45.5	67.3	470.2	33.8	59.4	108.6	65.9	76.6
Total B	291.4	67.6	100.0	792.1	56.9	100.0	141.9	86.0	100.0
Total A & B	431.0	100.0		1394.3	100.0		164.9	100.0	

1/ Source Ibid. Includes parties exiting PEI by bus and plane

2/ Involves travel for work purposes.

3/ Includes travelling to or from military and educational institutions.

4/ Includes travel to a new job, change of residence or attendance at school.

5/ Some commuters apparently stay overnight for various reasons.

	NOVA SCOTIA						NEW BRUNSWICK						PRINCE EDWARD ISLAND					
	Canadian		American		Combined		Canadian		American		Combined		Canadian		American		Combined	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
<b>A NON TOURIST AND RECREATION TRAVEL</b>																		
I <u>Commuting Staying more than 1 day</u>	2.8	1.9	-	-	2.8	1.1	9.7	3.0	.8	.3	10.5	1.8	.5	.6			.5	.4
II <u>Business and Work Transfer</u>																		
Business	12.1	8.0	.5	.5	12.6	5.1	21.7	6.7	4.3	1.7	26.0	4.5	4.9	5.7	.4	1.1	5.3	4.3
Military Education	.5	.3	1.2	1.3	1.7	.7	3.1	.9	.9	.4	4.0	.7	-	-	.1	.3	.1	.1
Other	15.5	10.2	6.0	6.3	21.5	8.7	37.3	11.5	20.4	8.0	57.7	9.9	.9	1.0	.1	.3	1.0	1.0
Total II	28.1	18.5	7.7	8.1	35.8	14.5	62.1	19.1	25.6	10.1	87.7	15.1	5.8	6.7	.6	1.7	6.4	5.2
III <u>Personal</u>																		
Shopping	.6	.4	.1	.1	.7	.3	1.3	.4	.9	.4	2.2	.4	.1	.1			.1	.1
Other Personal Affairs	2.5	1.6	.9	1.0	3.4	1.4	15.7	4.8	9.1	3.6	24.8	4.3	2.2	2.6	.3	.8	2.5	2.0
Total III	3.1	2.0	1.0	1.1	4.1	1.7	17.0	5.2	10.0	4.0	27.0	4.7	2.3	2.7	.3	.8	2.6	2.1
IV <u>Conventions</u>	.9	.6	5.6	5.9	6.5	2.6	1.2	.4	2.7	1.1	3.9	.7	.2	.2	.1	.3	.3	.3
TOTAL A	34.9	23.0	14.3	15.1	49.2	19.9	90.0	27.7	39.1	15.5	129.1	22.3	8.8	10.2	1.0	2.8	9.8	8.0
<b>B TOURIST AND RECREATION TRAVEL</b>																		
I Visit Friends and Relatives	41.2	27.1	10.9	11.5	52.1	21.1	87.3	26.8	58.5	23.0	145.8	25.1	12.5	14.4	2.8	7.9	15.3	12.5
II Outdoor Sports	1.7	1.1	.4	.4	2.1	.9	3.8	1.1	7.6	3.0	11.4	2.0	8.4	9.7	1.9	5.4	10.3	8.5
III Sight Seeing	74.3	48.8	69.2	73.0	143.5	58.1	144.5	44.4	148.7	58.5	293.2	50.6	57.0	65.7	29.6	83.9	86.6	71.0
TOTAL B	117.2	77.0	80.5	84.9	197.7	80.1	235.6	72.3	214.8	84.5	450.4	77.7	77.9	89.8	34.3	97.2	112.2	92.0
TOTAL A AND B	152.1	100.0	94.8	100.0	246.9	100.0	325.6	100.0	253.9	100.0	579.5	100.0	86.7	100.0	35.3	100.0	122.0	100.0

<sup>1/</sup> Source Ibid. - Excludes commuters staying less than 24 hours.

	<sup>2/</sup> No & Did Not Expect To Parties		NOVA SCOTIA		<sup>4/</sup> Did Partic- ipate In Parties		<sup>2/</sup> No & Did Not Expect To Parties		NEW BRUNSWICK		<sup>4/</sup> Did Partic- ipate In Parties		<sup>2/</sup> No & Did Not Expect To Parties		PRINCE EDWARD ISLAND		<sup>4/</sup> Did Partic- ipate In Parties	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
GOING TO BEACH	299.5	69.5	13.7	3.2	117.8	27.3	1203.7	86.3	34.6	2.5	156.0	11.2	67.3	40.8	5.2	3.1	92.3	56.0
SWIMMING	324.4	75.3	18.6	4.3	88.0	20.4	1227.7	88.0	41.3	3.0	125.3	9.0	89.5	54.3	13.1	8.0	62.3	37.8
FRESH WATER ANGLING	393.4	91.3	16.6	3.8	21.1	4.9	1302.6	93.4	40.3	2.9	51.4	3.7	149.8	90.8	5.2	3.2	9.9	6.0
SALT WATER ANGLING	383.2	88.9	18.9	4.4	28.9	6.7	1350.5	96.8	13.7	1.0	30.1	2.2	137.2	83.2	10.3	6.3	17.3	10.5
SAILING	423.4	98.2	5.3	1.2	2.3	.5	1374.2	98.6	8.4	.6	11.7	.8	161.1	97.7	1.3	.8	2.5	1.5
CANOEING	424.9	98.6	2.7	.6	3.4	.8	1367.7	98.1	9.2	.7	17.4	1.2	159.5	96.7	1.6	1.0	3.8	2.3
OTHER BOATING	407.4	94.5	4.5	1.0	19.1	4.4	1352.7	97.0	9.6	.7	32.0	2.3	155.7	94.4	1.8	1.1	7.4	4.5
GOLFING	408.1	94.7	8.8	2.0	14.1	3.3	1336.3	95.8	22.1	1.6	35.9	2.6	145.0	87.9	5.4	3.3	14.6	8.8
HIKING	387.5	89.9	7.8	1.8	35.7	8.3	1330.9	95.4	7.9	.6	55.5	4.0	144.8	87.8	9.0	.5	19.2	11.7
HUNTING	413.2	95.8	2.7	.6	15.1	3.5	1374.4	98.6	13.0	.9	6.9	.5	160.6	97.4	.6	.4	3.7	2.2
PICNICKING	354.9	82.3	4.6	1.1	71.5	16.6	1235.3	88.6	15.9	1.1	143.1	10.3	127.2	77.1	1.2	.7	36.5	22.1
TENNIS	424.9	98.6	3.9	.9	2.2	.5	1370.7	98.3	12.0	.9	11.6	.8	157.6	95.5	1.6	1.0	5.8	3.5
SPECTATOR SPORTS	410.6	95.3	4.6	1.1	15.8	3.7	1366.0	98.0	6.8	.5	21.5	1.5	153.1	92.8	2.2	1.3	9.6	5.8
LOCAL EVENTS	402.1	93.3	4.6	1.1	24.3	5.6	1340.0	96.1	8.9	.6	45.4	3.3	144.8	87.8	2.1	1.3	18.0	10.9
LIVE THEATRE	419.4	97.3	4.1	1.0	7.5	1.5	1377.5	98.8	8.6	.6	8.2	.6	140.3	85.1	7.1	4.3	17.4	10.6
CULTURE EVENTS	320.2	74.3	9.2	2.1	101.6	23.6	1267.1	90.9	15.6	1.1	111.6	8.0	95.4	57.8	4.2	2.5	65.3	39.6
WILDLIFE PARKS	396.3	91.9	7.4	1.7	27.3	6.3	1327.3	95.2	13.6	1.0	53.4	3.8	134.1	81.3	2.9	1.8	27.9	16.9
NATIONAL PARKS	339.4	78.8	6.6	1.5	85.0	19.7	1289.7	92.5	12.9	.9	91.7	6.6	102.6	62.2	1.4	.9	60.8	36.9
SHOPPING	231.0	53.6	4.3	1.0	195.7	45.4	1104.3	79.2	15.6	1.1	274.4	19.7	82.2	49.9	1.8	1.1	80.9	49.1
CITY SIGHT-SEEING	221.4	51.4	3.3	.8	206.3	47.9	1032.9	74.1	13.5	1.0	347.9	24.9	58.7	35.6	2.1	1.3	104.0	63.1
TOWN SIGHT-SEEING	204.2	47.4	3.0	.7	223.8	51.9	1026.8	73.6	9.8	.7	357.7	25.7	52.2	31.7	1.5	.9	111.2	67.4

<sup>1/</sup> Source Ibid. Includes all parties, purposes and types of travel including commuting and air and bus travellers exiting P.E.I.

<sup>2/</sup> Did not expect to participate in an activity and in fact did not participate.

<sup>3/</sup> Expected to participate in an activity but did not do so.

<sup>4/</sup> Participated in an activity. Includes those who expected to participate and those who did not expect to.

(iii) During the Entire Season conventions were of modest significance in both a volume and proportionate sense. They were of less importance in the Main Season. This is to be expected since the exit survey occurred during those months of the year when conventioning activity declines markedly.

(iv) Among the tourist and recreation purposes listed, sightseeing is dominant in both the Entire and Main Seasons, but significant proportionate differences are present. In Nova Scotia 45.5% of the parties exiting during the Entire Season listed this as a major trip purpose, and 58.1% in the Main Season. In New Brunswick the value for the Entire Season was 33.8% and that for the Main Season 50.6%. In Prince Edward Island, sightseeing was listed by 65.9% of the exiting parties in the Entire Season, and 71.0% in the Main Season.

Combined Canadian and American parties exiting during the Main Season, having sightseeing as the primary trip purpose, were: New Brunswick (148,700 - 44.4%), and Nova Scotia (143,500 - 58.1%). It is interesting to note that in Nova Scotia about 48.8% of Canadian exiting parties listed sightseeing and 69.2% American. In New Brunswick similar values were: Canadian parties - 44.4% and American - 58.5%.

About 67.7% of the Canadian parties visiting Prince Edward Island in the Main Season listed sightseeing as the major trip purpose, and 86.6% of the American.

(v) Visits to friends and relatives as a primary trip purpose do not occupy as strong a position as might have been expected from the results of some previous studies. In Nova Scotia, about 20.5% of the exiting parties in the Entire Season and 21.1% in the Main Season listed this as the primary trip purpose. Similar values for New Brunswick were 21.0% and 25.1%, and Prince Edward Island 13.3% and 12.5% respectively.

In both a volume and proportionate sense Canadian residents dominate this trip purpose category. In Nova Scotia, Canadians indicating this trip purpose were 3.6 times as numerous as Americans. The category represented 27.1% of all purposes stated by Canadians, but only 11.5% by Americans. In New Brunswick, Canadians stating this trip purpose were 1.5 times as numerous as Americans. Here, the purpose category accounted for 26.8% of all trip purposes recorded by Canadians, but only 23.0% those by Americans. In Prince Edward Island, Canadians designating this purpose were 4.5 times as many as Americans. About 14.4% of all Canadian parties exiting Prince Edward Island listed this as their major trip purpose, but only 7.9% of the American.

(vi) Outdoor sports occupied an extremely modest position in both a volume and proportionate sense in both the Entire and Main Seasons.

(vii) The significance of the urban sightseeing within the total range of activity participation is clearly indicated in Table C-28, where it ranked first. Shopping, which is largely urban-based, also was of major consequence.

(viii) Beach and swimming activities combined assumed Rank II status. Interestingly, many did not expect to participate. Unfulfilled expectation was fairly modest. It is noted, however, that the number of parties failing to fulfil their expectations were about 16% of those that participated in Nova Scotia, a startling 27% in New Brunswick, but only 10.5% in Prince Edward Island, where beach and swimming conditions are excellent.

(ix) Party totals and percentages for fresh and salt water angling are not particularly large in any of the provinces. Interestingly, the number of parties that expected to participate but did not, was 71% of those that actually engaged in this activity in Nova

Scotia. Similar values for New Brunswick and Prince Edward Island were 66% and 36% respectively. It is clear that Nova Scotia and New Brunswick are not fulfilling expectations insofar as angling is concerned.

(x) Cultural events as a participatory activity were noticeably more significant in Nova Scotia and Prince Edward Island than in New Brunswick. About 23.6% of the parties exiting Nova Scotia indicated participation in events of this type, 8.0% in New Brunswick and 39.6% in Prince Edward Island. Clearly, cultural attractions and events are of a lower order of importance in New Brunswick.

(xi) In Nova Scotia, 19.7% of the exiting parties indicated visits to National Parks, 6.6% in New Brunswick and 36.9% in Prince Edward Island. In Nova Scotia the percentage value for those parties indicating unfulfilled expectations to visit National Parks, only 7.7% of the number of parties that actually visited these parks. The corresponding values for New Brunswick is 14% and that for Prince Edward Island only 2%.

6. Party Nights by Trip Purpose and Accommodation Use - Tables C-29 to C-38

(a) Initial Comment

In this series of tables, party nights spent in the various Maritime Provinces during the Entire and Main Seasons are summarized. Moreover, correlations with trip purpose and national origin are shown. Finally, information for camping in the provincial parks of Nova Scotia and the National Parks in the Maritime Provinces is given.

A substantive body of facts and correlations relative to accommodation usage can be obtained directly or derived from these tables. Only the more salient features having obvious significance in terms of the

Table C 29

PARTY AND PERSON NIGHTS IN THE MARITIME PROVINCES 1971 <sup>1/</sup>

	<u>Party Nights</u>		<u>Person Nights</u>	
	<u>10<sup>3</sup></u>	<u>%</u>	<u>10<sup>3</sup></u>	<u>%</u>
<b>A ENTIRE SEASON</b> <sup>2/</sup>				
Nova Scotia	1506.3	37.1	4572.8	38.9
New Brunswick	1922.8	47.4	5230.5	44.6
Prince Edward Island	627.1	15.5	1934.0	16.5
Maritime Provinces	4056.2	100.0	11737.3	100.0
<b>B TOURISTS MAIN SEASON</b> <sup>3/</sup>				
<u>Nova Scotia</u>				
Canadian	744.2	61.0	2444.0	63.0
American	475.6	39.0	1433.2	37.0
Total	1219.8	100.0	3877.2	100.0
<u>New Brunswick</u>				
Canadian	1268.9	66.1	3664.0	65.2
American	650.6	33.9	1952.7	34.8
Total	1919.5	100.0	5616.7	100.0
<u>Prince Edward Island</u>				
Canadian	420.4	77.7	1366.5	77.6
American	120.4	22.3	395.0	22.4
Total	540.8	100.0	1761.5	100.0
<u>Maritime Provinces</u>				
Canadian	2433.5	66.1	7474.5	66.4
American	1246.6	33.9	3780.9	33.6
Total	3680.1	100.0	11,255.4	100.0

<sup>1/</sup> Data Source Ibid.<sup>2/</sup> Covers period May 15 to October 31.<sup>3/</sup> Covers period June 15 to September 15 and excludes commuters staying less than 24 hours in a province.

Table C 30

PARTY NIGHTS IN MARITIME PROVINCES BY ACCOMMODATION TYPE AND TRIP PURPOSE ENTIRE SEASON 1971

Parties Staying In or With

Trip Purpose	I Hotels			II Motels			III Tourist Homes			IV Cabins			V Housekeeping Cabins			VI Rented Cottages			VII Hunting & Fishing Campgrounds			VIII Commercial Campgrounds			IX to VIII Total Commercial Facilities			IX National Park Campgrounds			X Provincial Park Campgrounds			Total IX & X Total Public Facilities			XI Friends and Relatives			XII Own or Friends' Cottages			Total XI & XII Total Personal Facilities			XIII Other Facilities			All Facility Types					
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%									
<b>A NON TOURIST &amp; RECREATION TRAVEL</b>																																																						
I <u>Commuting (Staying More than 24 hours)</u>	2.2	1.7	1.7	17.2	1.9	13.3	1.5	3.0	1.2	4.8	4.7	3.7	.2	.6	.2	.3	.3	.2				5.3	1.3	4.1	31.5	1.8	24.4				.2	.1	.2	.2			.2	17.6	1.2	13.6	6.9	3.1	5.4	24.5	1.5	19.0	72.7	33.3	56.4	128.9	3.2	100.0		
II <u>Business, Work and Transfer</u>																																																						
Business	18.2	14.2	9.8	96.3	10.9	51.9	2.9	5.9	1.6	10.8	10.5	5.8	.8	2.2	.4	.2	.2	.1				1.3	.3	.7	130.5	7.5	70.3	.7	.4	.4	2.4	1.1	1.3	3.1	.8	1.7	18.7	1.3	10.0	9.6	4.3	5.2	28.3	1.7	15.2	23.7	10.9	12.8	185.6	4.6	100.0			
Military & Education	.1	.1	.5	2.3	.2	12.3	.2	.4	1.1	.2	.2	1.1	1.0	2.7	5.3							.9	.2	4.8	4.7	.3	25.1	2.5	1.3	13.4	.2	.1	1.1	2.7	.6	14.5	10.7	.7	57.2	-	-	-	10.7	.6	57.2	.6	.3	3.2	18.7	.5	100.0			
Other	8.4	6.5	4.0	60.9	6.9	28.7	1.9	3.8	.9	4.9	4.7	2.3	.1	.3	-	17.8	17.3	8.4				22.5	5.4	10.6	116.5	6.7	54.9	3.6	1.9	1.7	11.3	5.1	5.3	14.9	3.6	7.0	33.4	2.3	15.8	26.3	11.8	12.4	59.7	3.5	28.2	21.0	9.6	9.9	212.1	5.2	100.0			
TOTAL II	26.7	20.8	6.4	159.5	18.0	38.3	5.0	10.1	1.2	15.9	15.4	3.8	1.9	5.2	.5	18.0	17.5	4.3				24.7	5.9	5.9	251.7	14.5	60.4	6.8	3.6	1.6	13.9	6.3	3.4	20.7	5.0	5.0	62.8	4.3	15.1	35.9	16.1	8.6	98.7	5.8	23.7	45.3	20.8	10.9	416.4	10.3	100.0			
<b>III Personal</b>																																																						
Shopping	.8	.6	6.1	1.5	.2	11.4										.1	.1	.8							2.4	.1	18.3	7.5	3.9	57.3				7.5	1.8	57.3	2.8	.2	21.4	.4	.2	3.0	3.2	.2	24.4				13.1	.3	100.0			
Other Personal Affairs	5.3	4.1	3.9	21.0	2.4	15.6	.9	1.8	.7	.7	.7	.5	.5	1.4	.4	1.7	1.7	1.2	.1	1.1	.1	3.2	.8	2.4	33.4	1.9	24.8	1.7	.9	1.2	4.3	1.9	3.2	6.0	1.5	4.4	66.3	4.5	49.2	22.8	10.2	16.9	89.1	5.3	66.1	6.3	2.9	4.7	134.8	3.3	100.0			
TOTAL III	6.1	4.7	4.1	22.5	2.6	15.2	.9	1.8	.6	.7	.7	.5	.5	1.4	.3	1.8	1.8	1.2	.1	1.1	.1	3.2	.8	2.2	35.8	2.0	24.2	9.2	4.8	6.2	4.3	1.9	2.9	13.5	3.3	9.1	69.1	4.7	46.7	23.2	10.4	15.7	92.3	5.5	62.4	6.3	2.9	4.3	147.9	3.6	100.0			
IV <u>Conventions</u>	1.6	1.3	3.9	13.3	1.5	32.0	2.6	5.2	6.3	8.2	7.9	19.7	.2	.5	.5							11.5	2.7	27.7	37.4	2.2	90.1	.1	.2	.7	.3	1.7	.8	.2	1.9	.4			1.0			.4			1.0	2.9	1.3	7.0	41.5	1.0	100.0			
TOTAL A	36.6	28.5	5.0	212.5	24.0	28.9	10.0	20.1	1.4	29.6	29.7	4.0	2.8	7.7	.4	20.1	19.6	2.7	.1	1.1	.1	44.7	10.7	6.1	356.4	20.5	48.5	16.1	8.4	2.2	19.1	8.6	2.6	35.2	8.5	4.8	149.9	10.2	20.4	66.0	29.6	9.0	215.9	12.8	29.4	127.2	58.3	17.3	734.7	18.1	100.0			
<b>B TOURIST AND RECREATION TRAVEL</b>																																																						
I Visiting Friends & Relatives	5.3	4.1	.4	71.0	8.0	5.5	5.0	10.1	.4	8.2	7.9	.6	1.0	2.7	.1	32.5	31.7	2.5	1.0	10.9	.1	43.0	10.3	3.4	167.0	9.6	13.0	31.1	16.3	2.4	27.8	12.6	2.2	58.9	14.3	4.6	994.0	67.6	77.4	47.2	21.2	3.7	1041.2	61.5	81.1	16.6	7.6	1.3	1283.7	31.7	100.0			
II Outdoor Sports	.8	.6	.7	13.3	1.5	11.6	3.8	7.6	3.3	4.8	4.7	4.2	2.8	7.6	2.4	1.3	1.3	1.1	5.8	63.0	5.1	23.6	5.6	20.5	56.2	3.3	48.9	9.5	5.0	8.3	13.8	6.2	12.0	23.3	5.7	20.3	20.3	1.4	17.6	9.9	4.5	8.6	30.2	1.8	26.2	5.3	2.4	4.6	115.0	2.8	100.0			
III Sightseeing	85.8	66.8	4.5	587.8	66.5	30.6	30.9	62.2	1.6	60.6	58.7	3.1	30.0	82.0	1.6	48.7	47.4	2.5	2.3	25.0	.1	307.9	73.4	16.0	1154.0	66.6	60.0	134.2	70.3	7.0	160.7	72.6	8.3	294.9	71.5	15.3	305.2	20.8	15.9	99.5	44.7	5.2	404.7	23.9	21.1	69.2	31.7	3.6	1922.8	47.4	100.0			
TOTAL B	91.9	71.5	2.8	672.1	76.0	20.2	39.7	79.9	1.2	73.6	71.3	2.2	33.8	92.3	1.0	82.5	80.4	2.5	9.1	98.9	.3	374.5	89.3	11.3	1377.2	79.5	41.5	174.8	91.6	5.3	202.3	91.4	6.1	377.1	91.5	11.4	1319.5	89.8	39.7	156.6	70.4	4.7	1476.1	87.2	44.4	91.1	41.7	2.7	3321.5	81.9	100.0			
TOTAL A AND B	128.5	100.0	3.2	884.6	100.0	21.8	49.7	100.0	1.2	103.2	100.0	2.6	36.6	100.0	.9	102.6	100.0	2.5	9.2	100.0	.2	419.2	100.0	10.3	1733.6	100.0	42.7	190.9	100.0	4.7	221.4	100.0	5.5	412.3	100.0	10.2	1469.4	100.0	36.2	222.6	100.0	5.5	1692.0	100.0	41.7	218.3	100.0	5.4	4056.2	100.0	100.0			





PARTY NIGHTS SPENT IN NEW BRUNSWICK BY ACCOMMODATION TYPE AND TRIP PURPOSE ENTIRE SEASON <sup>1/</sup>

## Parties Staying In Or With

Trip Purpose <sup>2/</sup>	(000)	I Hotels		II Motels		III Tourist Homes		IV Cabins		V Housekeeping Cabins			VI Rented Cottages		
		(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
<b>A NON TOURIST &amp; RECREATION TRAVEL</b>															
I <u>Commuting (Staying More Than 24 hours)</u>	2.1	8.0	1.8	14.1	3.5	12.2	.4	5.4	.3	4.7	11.2	4.1			
II <u>Business, Work and Transfer</u>															
Business	2.6	10.0	3.2	54.8	13.5	66.4	2.0	27.1	2.4	8.5	20.2	10.3			
Military and Education	.1	.4	1.1	1.6	.4	18.2	.2	2.7	2.3						
Other	1.7	6.5	1.4	42.9	10.5	35.9	1.0	13.5	.8	2.0	4.7	1.7	17.0	22.9	14.2
	4.4	16.9	2.1	99.3	24.4	47.1	3.2	43.3	1.5	10.5	24.9	5.0	17.0	22.9	8.1
III <u>Personal</u>															
Shopping	.8	3.1	17.0	1.5	.3	31.9									
Other Personal Affairs	3.3	12.6	3.5	17.0	4.2	17.9	.2	2.7	.2	.4	1.0	.4	.2	4.6	.2
Total III	4.1	15.7	4.2	18.5	4.5	18.6	.2	2.7	.2	.4	1.0	.4		1.6	2.2
IV <u>Conventions</u>	.2	.8	6.9	1.7	.4	58.6				.6	1.4	20.7			
Total A	10.8	41.4	2.5	133.6	32.8	3.8	51.4	.9	16.2	38.2	3.8			18.6	25.1
<b>B TOURIST AND RECREATION TRAVEL</b>															
I <u>Visit Friends and Relatives</u>	1.5	5.7	2	37.0	9.1	5.4	.6	8.1	.1	5.9	14.0	.9	.3	6.8	28.3
II <u>Outdoor Sports</u>				2.8	.7	8.2				.5	1.2	1.5	1.3	29.5	3.8
III <u>Sight Seeing</u>	13.8	52.9	1.8	233.4	57.4	30.4	3.0	40.5	.4	19.5	46.3	2.5	2.6	59.1	.3
Total B	15.3	58.6	1.0	273.2	67.2	18.3	3.6	48.6	.2	25.9	61.5	1.7	4.2	95.4	.3
Total A and B	26.1	100.0	1.4	406.8	100.0	21.2	7.4	100.0	.4	42.1	100.0	2.2	4.4	100.0	.2

(continued)

PARTY NIGHTS SPENT IN NEW BRUNSWICK BY ACCOMMODATION TYPE AND TRIP PURPOSE ENTIRE SEASON <sup>1/</sup>

(Cont'd)

Trip Purpose <sup>2/</sup>	Parties Staying In Or With																	
	VII Hunt and Fish Camps			VIII Commercial Campgrounds			Total I to VIII Commercial Facilities			IX Nat. Park Campgrounds			X Prov. Campgrounds			Total IX & X Public Facilities		
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
<b>A NON TOURIST &amp; RECREATION TRAVEL</b>																		
I <u>Commuting (Staying More Than 24 hours)</u>				4.9	5.3	4.2	26.2	4.0	22.6				.2	.2	.2	.2	.1	.2
II <u>Business, Work and Transfer</u>																		
Business							67.9	10.3	82.3				.1	.1	.1	.1	.1	.1
Military and Education							1.9	.3	21.6	2.5	4.1	28.4	.2	.2	2.3	2.7	1.6	30.7
Other				3.7	4.0	3.1	68.3	10.3	57.1	3.0	4.9	2.5	5.0	5.0	4.2	8.0	4.9	6.7
Total II				3.7	4.0	1.7	138.1	20.9	65.5	5.5	9.0	2.6	5.3	5.3	2.5	10.8	6.6	5.1
III <u>Personal</u>																		
Shopping							2.3	.4	48.9									
Other Personal Affairs				1.8	2.0	1.9	24.5	3.7	25.8	1.5	2.4	1.6	3.9	3.8	4.1	5.4	3.3	5.7
Total III				1.8	2.0	1.9	26.8	4.1	26.9	1.5	2.4	1.5	3.9	3.8	3.9	5.4	3.3	5.4
IV <u>Conventions</u>							2.5	.4	86.2				.4	.4	13.8	.4	.3	13.8
Total A				10.4	11.3	2.4	193.6	29.4	45.1	7.0	11.4	1.6	9.8	9.7	2.3	16.8	10.3	3.9
<b>B TOURIST AND RECREATION TRAVEL</b>																		
I Visit Friends and Relatives				4.7	5.1	.7	78.3	11.8	11.4	13.4	21.9	1.9	6.0	5.9	.9	19.4	11.9	2.8
II Outdoor Sports	5.8	87.9	17.0	1.1	1.2	3.2	12.5	1.9	36.6	.4	.6	1.1	9.4	9.2	27.5	9.8	6.0	28.6
III Sight Seeing	.8	12.1	.1	75.9	82.4	9.9	375.1	56.9	48.8	40.5	66.1	5.3	76.3	75.2	9.9	116.8	71.8	15.2
Total B	6.6	100.0	.5	81.7	88.7	5.5	465.9	70.6	31.2	54.3	88.6	3.6	91.7	90.3	6.1	146.0	89.7	9.8
Total A and B	6.6	100.0	.3	92.1	100.0	4.8	659.5	100.0	34.3	61.3	100.0	3.2	101.5	100.0	5.3	162.8	100.0	8.5

(continued)

PARTY NIGHTS SPENT IN NEW BRUNSWICK BY ACCOMMODATION TYPE AND TRIP PURPOSE ENTIRE SEASON<sup>1/</sup>

Trip Purpose <sup>2/</sup>	Parties Staying In Or With												All Facility Types		
	XI Friend & Relatives			XII Own or Friends Cottages			Total XI & XII Personal Facilities			XII Other Facilities					
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%
<b>A NON TOURIST &amp; RECREATION TRAVEL</b>															
I <u>Commuting (Staying More Than 24 hours)</u>	14.7	1.8	12.7	5.0	4.2	4.3	19.7	2.1	17.0	69.6	47.7	60.2	115.7	6.0	100.0
II <u>Business, Work and Transfer</u>															
Business	5.3	.6	6.4	2.4	2.0	2.9	7.7	.8	9.3	6.8	4.7	8.3	82.5	4.3	100.0
Military and Education	3.7	.5	42.0	-			3.7	.4	42.0	.5	.3	5.7	8.8	.5	100.0
Other	16.2	1.9	13.6	19.9	16.9	16.6	36.1	3.8	30.2	7.2	4.9	6.0	119.6	6.2	100.0
Total II	25.2	3.0	11.9	22.3	18.9	10.6	47.5	5.0	22.5	14.5	9.9	6.9	210.9	11.0	100.0
III <u>Personal</u>															
Shopping	2.4	.3	51.1				2.4	.2	51.1				4.7	.2	100.0
Other Personal Affairs	53.7	6.4	56.5	10.2	8.6	10.7	63.9	6.7	67.2	1.3	.9	1.3	95.1	4.9	100.0
Total III	56.1	6.7	56.2	10.2	8.6	10.2	66.3	6.9	66.4	1.3	.9	1.3	99.8	5.1	100.0
IV <u>Conventions</u>													2.9	.2	100.0
Total A	96.0	11.5	22.4	37.5	31.7	8.7	133.5	14.0	31.1	85.4	58.5	19.9	429.3	22.3	100.0
<b>B TOURIST AND RECREATION TRAVEL</b>															
I Visit Friends and Relatives	565.1	67.6	81.7	12.7	10.8	1.8	577.8	60.5	83.5	16.0	11.0	2.3	691.5	36.0	100.0
IIII Outdoor Sports	2.0	.2	5.9	7.5	6.3	21.9	9.5	1.0	27.8	2.4	1.6	7.0	34.2	1.8	100.0
III Sight Seeing	173.3	20.7	22.6	60.5	51.2	7.9	233.8	24.5	30.5	42.1	28.9	5.5	767.8	39.9	100.0
Total B	740.4	88.5	49.6	80.7	68.3	5.4	821.1	86.0	55.0	60.5	41.5	4.0	1493.5	77.7	100.0
Total A and B	836.4	100.0	43.5	118.2	100.0	6.1	954.6	100.0	49.6	145.9	100.0	7.6	1922.8	100.0	100.0

<sup>1/</sup> Data Source Ibid. It is to be noted that the table includes only nights spent by parties for whom the respondent to the interview was replying. Nights spent by other people in the automobile such as hitchhikers or friends that were not members of the respondent's party are not included. In New Brunswick about 275,300 people who were not members of the respondents car party were travelling in their cars. They represented about 7.8% of the total number of people in the parties of the respondents. Their accommodation usage remains unknown.

<sup>2/</sup> Detailed information with respect to trip purpose categories contained in footnotes to previous tables.

PARTY NIGHTS IN PRINCE EDWARD ISLAND BY ACCOMMODATION TYPE AND TRIP PURPOSE<sup>1/</sup>

Parties Staying In or With

	I			II			III			IV			V			VI			VII			VIII			I to VIII			IX			X			Total IX & X			XI			XII			Total XI & XII			XIII			All Facility Types		
	Hotels			Motels			Tourist Homes			Cabins			Housekeeping Cabins			Rented Cottage			Hunting & Fishing Campgrounds			Commercial Campgrounds			Total Commercial Facilities			National Park Campgrounds			Provincial Park Campgrounds			Total Public Facilities			Friends and Relatives			Own or Friends Cottages			Total Personal Facilities			Other Facilities					
	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%	(000)	%	%			
<b>A NON TOURIST &amp; RECREATION TRAVEL</b>																																																			
I																																																			
Commuting (Staying More than 24 hours)				1.4	1.1	21.9	.2	.8	3.1	.1	.5	1.6	.2	.8	3.1	.3	2.2	4.7				.4	.4	6.2	2.6	.8	40.6							1.1	.6	17.2	.2	.6	3.1	1.3	.6	20.3	2.5	12.2	39.1	6.4	1.0	100.0			
II																																																			
Business, Work and Transfer																																																			
Business	1.4	11.2	3.0	22.2	18.4	47.2	.9	3.8	1.9	2.2	10.7	4.7	.8	3.2	1.7	.2	1.4	.4				1.1	1.0	2.4	28.8	8.9	61.3	.7	1.7	1.5	.7	2.0	1.5	1.4	1.8	3.0	2.3	1.4	4.9	7.2	20.7	15.3	9.5	4.6	20.2	7.3	35.4	15.5	47.0	7.5	100.0
Military & Education													1.0	4.1	71.4							.4	.4	28.6	1.4	.4	100.0																			1.4	.2	100.0			
Other	.5	4.0	11.6	.7	.6	16.3				.4	1.9	9.3										.3	.3	7.0	1.9	.6	44.2	-	-	-	.2	.5	4.7	.2	.3	4.7	.9	.5	20.9	1.2	3.5	27.9	2.1	1.0	48.8	.1	.5	2.3	4.3	.7	100.0
TOTAL II	1.9	15.2	3.6	22.9	19.0	43.5	.9	3.8	1.7	2.6	12.6	4.9	1.8	7.3	3.4	.2	1.4	.4				1.8	1.7	3.4	32.1	9.9	60.9	.7	1.7	1.3	.9	2.5	1.7	1.6	2.1	3.0	3.2	1.9	6.1	8.4	24.2	15.9	11.6	5.6	22.0	7.4	35.9	14.1	52.7	8.4	100.0
III																																																			
Personal																																																			
Shopping																																		.1	.1	100.0				.1	.1	100.0				.1	-	100.0			
Other Personal Affairs	.5	4.0	4.1	3.1	2.6	25.4	.3	1.3	2.5	.2	1.0	1.6	.3	1.2	2.5	.1	.7	.8	.1	6.7	.8	.3	.3	2.5	4.9	1.5	40.2	.2	.5	1.6	.2	.5	1.6	.4	.5	3.2	4.1	2.4	33.6	2.1	6.0	17.2	6.2	3.0	50.8	.7	3.4	5.8	12.2	1.9	100.0
TOTAL III	.5	4.0	4.1	3.1	2.6	25.2	.3	1.3	2.4	.2	1.0	1.7	.3	1.2	2.4	.1	.7	.8	.1	6.7	.8	.3	.3	2.4	4.9	1.5	39.8	.2	.5	1.6	.2	.5	1.6	.4	.5	3.2	4.2	2.5	34.1	2.1	6.0	17.1	6.3	3.1	51.2	.7	3.4	5.8	12.3	1.9	100.0
IV																																																			
Conventions	.3	2.4	17.6	.5	.4	29.4							.2	.8	11.8							5	.4	29.4	1.5	.5	88.2							.2	.1	11.8				.2	.1	11.8				1.7	.3	100.0			
TOTAL A	2.7	21.6	3.7	27.9	23.1	38.2	1.4	5.9	1.9	2.9	14.1	4.0	2.5	10.2	3.4	.6	4.3	.8	.1	6.7	.1	3.0	2.8	4.1	41.1	12.7	56.2	.9	2.2	1.2	1.1	3.0	1.5	2.0	2.6	2.7	8.7	5.1	11.9	10.7	30.8	14.7	19.4	9.4	26.6	10.6	51.5	14.5	73.1	11.6	100.0
<b>B TOURIST AND RECREATION TRAVEL</b>																																																			
I																																																			
Visiting Friends & Relatives	1.1	8.8	.8	5.5	4.6	4.1	2.9	12.3	2.2	.3	1.4	.2	.7	2.8	.5	.5	3.6	.3				2.9	2.7	2.2	13.9	4.3	10.3	2.5	6.2	1.9	.7	1.9	.5	3.2	4.2	2.4	109.6	64.1	81.4	7.8	22.4	5.8	117.4	57.1	87.2	.2	1.0	.1	134.7	21.5	100.0
II																																																			
Outdoor Sports	.8	6.4	1.3	7.7	6.4	12.2	3.8	16.1	6.0	4.2	20.4	6.6	1.5	6.1	2.4	.3	2.2	.5				16.9	15.9	26.7	35.2	10.9	55.7	6.4	16.0	10.1	3.3	8.9	5.2	9.7	12.6	15.3	14.4	8.4	22.8	1.4	4.0	2.2	15.8	7.7	25.0	2.5	12.1	4.0	63.2	10.1	100.0
III																																																			
Sightseeing	7.9	63.2	2.2	79.6	65.9	22.3	15.5	65.7	4.4	13.2	64.1	3.7	19.9	80.9	5.6	12.4	89.9	3.5	1.4	93.3	4	83.7	78.6	23.5	233.6	72.1	65.6	30.3	75.6	8.5	31.8	86.2	8.9	62.1	80.6	17.4	38.2	22.4	10.7	14.9	42.8	4.2	53.1	25.8	14.9	7.3	35.4	2.1	356.1	56.8	100.0
TOTAL B	9.8	78.4	1.8	92.8	76.9	16.7	22.2	94.1	4.0	17.7	85.9	3.2	22.1	89.8	4.0	13.2	95.7	2.4	1.4	93.3	.2	103.5	97.2	18.7	282.7	87.3	51.0	39.2	97.8	7.1	35.8	97.0	6.4	75.0	97.4	13.5	162.2	94.9	29.3	24.1	69.2	4.4	186.3	90.6	33.7	10.0	48.5	1.8	554.0	88.4	100.0
TOTAL A AND B	12.5	100.0	2.0	120.7	100.0	19.2	23.6	100.0	3.8	20.6	100.0	3.3	24.6	100.0	3.9	13.8	100.0	2.2	1.5	100.0	.2	106.5	100.0	17.0	323.8	100.0	51.6	40.1	100.0	6.4	36.9	100.0	5.9	77.0	100.0	12.3	170.9	100.0	27.2	34.8	100.0	5.6	205.7	100.0	32.8	20.6	100.0	3.3	627.1	100.0	100.0

<sup>1/</sup> Same as foot note 1 for Table C 32.

Table C 34

ACCOMMODATION USAGE BY TOURISTS IN THE MAIN SEASON IN THE MARITIME PROVINCES, 1971

	<u>Party Nights Spent In</u>						<u>Person Nights Spent In</u>							
	Canadian		American		Combined		Canadian		Adjusted			Adjusted		
	<u>000</u>	<u>%</u>	<u>000</u>	<u>%</u>	<u>000</u>	<u>%</u>	<u>000</u>	<u>%</u>	<u>000</u>	<u>000</u>	<u>%</u>	<u>000</u>	<u>000</u>	<u>%</u>
A. Commercial Facilities														
1. Hotels	90.5	3.7	22.6	1.8	113.1	3.1	186.7	2.6	191.3	56.9	1.6	60.0	251.3	2.2
2. Motels	420.8	16.6	320.7	25.7	723.5	19.7	1009.2	14.0	1049.7	853.6	23.3	880.3	1930.0	17.2
3. Tourist Homes	30.7	1.3	16.8	2.9	47.5	1.3	98.6	1.4	101.0	39.8	1.1	41.3	142.3	1.3
4. Cabins	63.7	2.6	35.5	1.3	99.2	2.7	205.7	2.8	212.8	101.2	2.8	107.3	320.1	2.8
5. Housekeeping Cabins	24.8	1.0	9.3	.8	34.1	.9	80.5	1.1	71.2	30.6	.9	32.1	113.3	1.0
6. Rented Cottage or Vacation Home	66.7	2.7	35.3	2.8	102.0	2.8	242.9	3.3	254.5	79.3	2.2	83.5	338.0	3.0
7. Hunting & Fishing Camps	1.2	.1	7.8	.6	9.0	.2	4.6	.1	4.9	13.5	.4	14.6	19.5	.2
Total 1 - 7	680.4	28.0	448.0	35.9	1128.4	30.7	1828.2	25.3	1895.4	1154.6	32.3	1219.1	3114.5	27.7
8. Campgrounds	250.0	10.3	147.6	11.8	397.6	10.8	927.2	12.9	949.0	462.1	12.9	480.0	1429.0	12.7
Total A	930.4	38.3	595.6	47.7	1526.0	41.5	2755.4	38.2	2844.4	1616.7	45.2	1699.1	4543.5	40.4
B. Public Facilities														
1. National Park Campgrounds	124.3	5.1	59.7	4.8	184.0	5.0	463.8	6.4	475.7	205.5	5.8	216.7	692.4	6.2
2. Provincial Park Campgrounds	142.2	5.8	74.3	6.0	216.5	5.9	466.6	6.5	482.6	238.6	6.7	252.5	735.1	6.5
Total B 1&2	266.5	10.9	134.0	10.8	400.5	10.9	930.4	12.9	958.3	444.1	12.5	469.2	1427.5	12.7
C. Personal Facilities														
1. With Friends and Relatives	963.5	39.6	379.5	30.4	1343.0	36.5	2905.8	40.3	3018.3	1111.9	31.1	1191.5	4209.8	37.4
2. In Own or Friend's Cottage	108.0	4.4	104.4	8.4	212.4	5.8	298.2	4.1	309.7	314.9	8.8	331.1	640.8	5.7
Total C 1&2	1071.5	44.0	483.9	38.8	1555.4	42.3	3204.0	44.4	3328.0	1426.8	39.9	1522.6	4850.6	43.1
D. Other	165.1	6.8	33.1	2.7	198.2	5.4	328.4	4.5	343.8	85.1	2.4	90.0	433.8	3.8
Total A to D	2433.5	100.0	1246.6	100.0	3680.1	100.0	7218.2	100.0	7474.5	3572.7	100.0	3780.9	11255.4	100.0

## NOVA SCOTIA

	Parties Staying In						Party Nights Spent In								Person Nights Spent In									
	Canadian (000) %		American (000) %		Combined (000) %		Canadian (000) AV %		American (000) AV %		Combined (000) %		Canadian (000) AV %		American (000) AV %		Combined (000) AV %		Canadian (000) AV %		American (000) AV %		Combined (000) AV %	
<b>A Commercial Facilities</b>																								
1. Hotels	15.2	10.0	4.0	4.3	19.2	7.8	64.5	4.2	8.7	11.7	2.9	2.5	76.2	6.2	125.2	8.2	5.2	127.7	25.0	6.2	1.8	25.5	153.2	4.0
2. Motels	39.9	26.2	46.7	49.2	86.6	35.1	96.0	2.4	12.9	134.3	2.9	28.2	230.3	18.9	250.7	6.3	10.5	255.7	365.9	7.8	26.0	372.9	628.6	16.2
3. Tourist Homes	4.8	3.2	3.8	4.0	8.6	3.5	9.3	1.9	1.2	8.8	2.3	1.9	18.1	1.5	20.8	4.3	.9	21.2	18.6	4.8	1.3	19.0	40.2	1.0
4. Cabins	7.8	5.1	6.2	6.5	14.0	5.6	21.3	2.7	2.9	15.6	2.5	3.3	36.9	3.0	53.4	6.9	2.2	54.5	36.4	5.9	2.6	37.2	91.7	2.4
5. Housekeeping Cabins	1.5	1.0	1.1	1.2	2.6	1.0	3.9	2.6	.5	3.0	2.6	.6	6.9	.6	11.5	7.5	.5	11.7	9.5	8.3	.7	9.7	21.4	.5
6. Rented Cottage or Vacation Home	.7	.5	.4	.5	1.1	.5	2.2	2.9	.3	12.0	28.0	2.5	14.2	1.2	4.0	5.3	.1	4.1	38.2	89.3	2.7	39.0	43.1	1.1
7. Bunting, Fishing Camp	-	-	.5	.6	.5	.2	-	-	-	1.1	2.0	.2	1.1	-	-	-	-	-	2.3	4.2	.2	2.4	2.4	.1
Total 1 - 7							197.2		26.5	186.5		39.2	383.7	31.4	465.6		19.4	474.9	495.2		35.3	505.7	980.6	25.3
8. Campgrounds	37.8	24.9	23.3	24.6	61.1	24.7	119.5	3.2	16.1	80.2	3.4	16.9	199.7	16.4	428.8	11.3	17.9	437.3	263.5	11.3	18.8	269.1	706.4	18.2
TOTAL A							316.7		42.6	266.7		56.1	583.4	47.8	894.4		37.3	912.2	758.7		54.1	774.8	1687.0	43.5
<b>B Public Facilities</b>																								
1. National Park Campgrounds	14.2	9.3	6.8	7.1	21.0	8.5	57.0	4.0	7.6	26.9	4.0	5.7	83.9	6.9	244.5	17.2	10.2	249.4	88.3	13.1	6.3	90.2	339.6	8.7
2. Provincial Park Campgrounds	18.2	12.0	11.0	11.6	29.2	11.8	50.5	2.8	6.8	29.2	2.6	6.1	79.7	6.5	153.9	8.5	6.4	156.9	92.3	8.4	6.6	94.3	251.2	6.5
TOTAL B 1 & 2							107.5		14.4	56.1		11.8	163.6	13.4	398.4		16.6	406.3	180.6		12.9	184.5	590.8	15.2
<b>C Personal Facilities</b>																								
1. With Friends, Relatives	46.8	30.8	13.9	14.7	60.7	24.5	271.8	5.8	36.5	98.5	7.1	20.7	370.3	30.3	967.8	20.7	40.4	987.1	271.7	19.5	19.3	277.5	1264.6	32.6
2. In Own or Friends Cottage	2.6	1.7	1.9	2.1	4.5	1.8	26.5	10.1	3.6	40.1	20.5	8.4	66.6	5.5	86.3	32.9	3.6	88.0	152.6	78.0	10.9	155.8	243.8	6.3
TOTAL C 1 & 2							298.3		40.1	138.6		29.1	436.9	35.8	1054.1		44.0	1075.1	424.3		30.2	433.3	1508.4	38.9
<b>D Other</b>	8.3	5.5	3.8	4.0	12.1	4.9	21.7	2.6	2.9	14.2	3.8	3.0	35.9	3.0	49.3	5.9	2.1	50.4	39.8	10.5	2.8	40.6	91.0	2.4
TOTAL A to D							744.2		100.0	475.6		100.0	1219.8	100.0	2396.2			2444.0	1403.4		100.0	1433.2	3877.2	100.0

<sup>1/</sup> Excludes commuters staying less than 24 hours but includes air and bus travellers exiting PEI. Covers the period of June 15 to September 15.  
<sup>2/</sup> Indicates adjusted totals.

## NEW BRUNSWICK

	Parties Staying In						Party Nights Spent In						Person-Nights Spent In by						Combined						
	Canadian (000)	%	American (000)	%	Combined (000)	%	Canadians (000)	AV	%	Americans (000)	AV	%	Combined (000)	%	Canadians (000)	AV	%	Adjusted (000)	Americans (000)	AV	%	Adjusted (000)	(000)	%	
<b>A Commercial Facilities</b>																									
1. Hotels	8.5	2.6	6.5	2.6	15.0	2.6	17.1	2.0	1.4	9.0	1.4	1.4	26.1	1.4	35.6	4.2	1.0	37.6	27.0	4.1	1.5	29.5	67.1	1.2	
2. Motels	115.2	35.4	115.5	45.5	230.7	39.8	246.7	2.1	19.4	159.0	1.4	24.4	405.7	21.1	594.3	5.2	17.2	629.0	395.5	3.4	22.1	431.8	1060.8	18.9	
3. Tourist Homes	2.5	.8	2.3	.9	4.8	.8	4.3	1.7	.3	3.2	1.4	.5	7.5	.4	32.3	3.2	.9	34.1	10.6	4.6	.6	11.6	45.7	.8	
4. Cabins	8.8	2.7	9.9	3.9	18.7	3.2	26.0	2.9	2.1	16.2	1.6	2.5	42.2	2.2	97.7	11.0	2.8	103.4	53.6	5.4	3.0	58.5	161.9	2.9	
5. Housekeeping Cabins	1.3	.4	.9	.4	2.2	.4	2.1	1.5	.2	2.3	2.5	.3	4.4	.2	4.3	3.2	.1	4.5	8.4	9.0	.5	9.2	13.7	.3	
6. Rented Cottage or Vacation Home	3.9	1.2	2.1	.8	6.0	1.0	52.0	13.4	4.1	22.0	10.5	3.4	74.0	3.9	192.4	49.7	5.6	203.7	35.4	16.8	2.0	38.6	242.3	4.3	
7. Hunting, Fishing Camps	.1	-	.9	.4	1.0	.2	.7	4.5		5.9	6.2	.9	6.6	.3	2.7	18.0	.1	2.9	9.7	10.2	.5	10.6	13.5	2.2	
Total 1 - 7							348.9		27.5	217.6		33.4	566.5	29.5	959.3		27.7	1015.2	540.2		30.2	589.8	1605.0	28.6	
8. Campgrounds	29.5	9.0	18.6	7.3	48.1	8.3	55.1	1.9	4.3	37.0	2.0	5.7	92.1	4.8	206.2	7.0	5.9	218.1	91.6	4.9	5.1	100.0	318.1	5.6	
Total A							404.0		31.8	254.6		39.1	658.6	34.3	1165.5		33.6	1233.3	631.8		35.3	689.8	1923.1	34.2	
<b>B Public Facilities</b>																									
1. National Park Campgrounds	13.2	4.1	8.3	3.3	21.5	3.7	36.6	2.8	2.9	24.7	3.0	3.8	61.3	3.2	109.8	8.3	3.2	116.3	91.0	10.9	5.1	99.3	215.6	3.8	
2. Provincial Park Campgrounds	34.4	10.6	21.3	8.4	55.7	9.6	63.8	1.8	5.0	37.7	1.8	5.8	101.5	5.3	215.1	6.2	6.2	227.6	118.4	5.5	6.6	129.3	356.9	6.4	
Total B 1&2							100.4		7.9	62.4		9.6	162.8	8.5	324.9		9.4	343.9	209.4		11.7	228.6	572.5	10.2	
<b>C Personal Facilities</b>																									
1. With Friends, Relatives	103.4	31.8	51.3	20.2	154.7	26.7	570.7	5.5	45.0	263.2	5.1	40.5	833.9	43.4	1566.0	15.1	45.2	1657.2	775.5	15.1	43.4	846.9	2504.1	44.6	
2. In Own or Friends Cottage	8.1	2.5	6.5	2.5	14.6	2.5	65.6	8.1	5.2	52.6	8.1	8.0	118.2	6.2	164.3	20.3	4.8	174.0	128.9	20.0	7.2	140.7	314.7	5.6	
Total C 1&2							636.3		50.2	315.8		48.5	952.1	49.6	1730.3		50.0	1831.2	904.4		50.6	987.6	2818.8	50.2	
<b>D Other</b>	13.8	4.3	7.7	3.0	21.5	3.7	128.2	9.2	10.1	17.8	2.3	2.8	146.0	7.6	241.5	17.0	7.0	255.6	42.7	5.5	2.4	46.7	302.3	5.4	
Total A to D							1268.9		100.0	650.6		100.0	1919.5	100.0	3462.2		100.0	3664.0	1788.3		100.0	1952.7	5616.7	100.0	

1/ Excludes commuters staying less than 24 hours but includes air and bus travellers exiting PEI. Cover the period on June 15 to September 15.



TABLE C 37

ACCOMMODATION USAGE BY TOURISTS IN THE MAIN SEASON IN THE MARITIME PROVINCES 1971 <sup>1/</sup>

## PRINCE EDWARD ISLAND

	Parties Staying In						Party Nights Spent In						Person-Nights Spent In by						Combined					
	Canadian (000)	%	American (000)	%	Combined (000)	%	Canadians (000)	AV	%	Americans (000)	AV	%	Combined (000)	%	Canadians (000)	AV	%	Adjusted (000)	Americans (000)	AV	%	Adjusted (000)	(000)	%
<b>A Commercial Facilities</b>																								
1. Hotels	1.9	2.2	.6	1.7	2.5	2.0	8.9	4.6	2.1	1.9	3.1	1.6	10.8	2.0	25.9	13.3	1.9	26.0	4.9	8.0	1.3	5.0	31.0	1.8
2. Motels	22.8	26.3	12.9	36.7	35.7	29.2	60.1	2.6	14.3	27.4	2.1	22.7	87.5	16.2	164.2	7.2	12.1	165.0	72.9	5.6	19.2	75.6	240.6	13.6
3. Tourist Homes	4.1	4.8	2.1	5.9	6.2	5.1	17.1	4.1	4.1	4.8	2.3	4.0	21.9	4.0	45.5	11.0	3.3	45.7	10.3	4.9	2.7	10.7	56.4	3.2
4. Cabins	5.9	6.8	1.3	3.6	7.2	5.9	16.4	2.8	3.9	3.7	2.9	3.1	20.1	3.7	54.6	9.3	4.0	54.9	11.2	8.9	2.9	11.6	66.5	3.8
5. Housekeeping Cabins	4.2	4.8	1.0	3.0	5.2	4.3	18.8	4.5	4.5	4.0	3.8	3.3	22.8	4.2	64.7	15.4	4.8	65.0	12.7	12.1	3.3	13.2	78.2	4.4
6. Rented Cottage or Vacation Home	1.6	1.8	.2	.6	1.8	1.5	12.5	7.8	3.0	1.3	6.5	1.1	13.8	2.6	46.5	29.0	3.4	46.7	5.7	28.7	1.5	5.9	52.6	3.0
7. Hunting, Fishing Camps	.2	.2	.1	.3	.3	.2	.5	3.1	.1	.8	7.2	.7	1.3	.2	1.9	11.7	.1	2.0	1.5	13.5	.4	1.6	3.6	.2
Total 1 - 7							134.3		32.0	43.9		36.5	178.2	32.9	403.3		29.6	405.3	119.2		31.3	123.6	528.9	30.0
8. Campgrounds	20.3	23.4	10.3	29.3	30.6	25.1	75.4	3.7	17.9	30.4	2.9	25.2	105.8	19.6	292.2	14.4	21.5	293.6	107.0	10.4	28.1	110.9	404.5	23.0
Total A							209.7		49.9	74.3		61.7	284.0	52.5	695.5		51.1	698.9	226.2		59.4	234.5	933.4	53.0
<b>B Public Facilities</b>																								
1. National Park Campgrounds	6.5	7.5	3.0	8.5	9.5	7.8	30.7	4.7	7.3	8.1	2.7	6.7	38.8	7.2	109.5	16.7	8.0	110.0	26.2	8.7	6.9	27.2	137.2	7.8
2. Provincial Park Campgrounds	8.8	10.2	3.5	9.8	12.3	10.1	27.9	3.2	6.6	7.4	2.1	6.2	35.3	6.5	97.6	11.1	7.2	98.1	27.9	8.0	7.3	28.9	127.0	7.2
Total B 1&2	15.3		6.5		21.8		58.6		13.9	15.5		12.9	74.1	13.7	207.1		15.2	208.1	54.1		14.2	56.1	264.2	15.0
<b>C Personal Facilities</b>																								
1. With Friends, Relatives	18.6	21.5	3.1	8.8	21.7	17.8	121.0	6.5	28.8	17.8	5.7	14.8	138.8	25.7	372.0	20.0	27.4	374.0	64.7	20.8	17.0	67.1	441.1	25.0
2. In Own or Friends Cottage	1.9	2.2	.6	1.7	2.5	2.0	15.9	8.3	3.8	11.7	19.2	9.7	27.6	5.1	47.6	24.9	3.5	47.7	33.4	54.7	8.7	34.6	82.3	4.7
Total C 1&2	20.5		3.7		24.2		136.9		32.6	29.5		24.5	166.4	30.8	419.6		30.9	421.7	98.1		25.7	101.7	523.4	29.7
D Other	2.5	2.9	.5	1.4	3.0	2.5	15.2	6.0	3.6	1.1	2.4	.9	16.3	3.0	37.6	14.9	2.8	37.8	2.6	5.4	.7	2.7	40.5	2.3
Total A to D							420.4		100.0	120.4		100.0	540.8	100.8	1359.8		100.0	1366.5	381.0		100.0	395.0	1761.5	100.0

<sup>1/</sup> Excludes commuters staying less than 24 hours but includes air and bus travellers exiting PEI. Cover the period on June 15 to September 15.

Table C 38

ACCOMMODATION USAGE FOR THE EXTENDED SEASON (MAY 15 TO OCTOBER 31) BY PROVINCE AND REGION <sup>1/</sup>

	NOVA SCOTIA									NEW BRUNSWICK								
	Parties In (000)	Staying %	Party Nights Spent In (000)	%	Aver.	Person Nights Spent In (000)	%	Aver.	Adjusted <sup>2/</sup> (000)	Parties In (000)	Staying %	Party Nights Spent In (000)	%	Aver.	Person Nights Spent In (000)	%	Aver.	Adjusted <sup>2/</sup> (000)
<b>A COMMERCIAL FACILITIES</b>																		
1. Hotels	23.8	5.5	89.9	6.0	3.8	177.9	4.0	7.5	182.1	15.1	1.1	26.1	1.4	1.7	62.6	1.2	4.1	67.1
2. Motels	123.9	28.7	357.1	23.7	2.9	901.0	20.2	7.3	923.4	230.9	16.6	406.8	21.2	1.8	992.0	18.9	4.3	1065.7
3. Tourist Homes	9.1	2.1	18.7	1.2	2.1	40.3	.9	4.4	40.9	4.8	.3	7.4	.4	1.6	18.5	.4	3.9	20.3
4. Cabins	15.3	3.5	40.5	2.7	2.6	102.2	2.3	6.7	104.2	18.8	1.3	42.1	2.2	2.2	151.3	2.9	8.0	162.2
5. Housekeeping Cabins	2.9	.7	7.6	.5	2.6	22.7	.5	7.7	23.7	2.3	.2	4.4	.2	1.9	12.6	.2	5.6	12.6
6. Rented Cottage or Vacation Home	1.2	.3	14.8	1.0	12.0	43.6	1.0	35.4	44.9	6.0	.4	74.0	3.8	12.4	227.8	4.4	38.1	245.0
7. Hunting-Fishing Camps	.6	.1	1.1	.1	1.9	2.3	-	4.0	2.3	1.1	.1	6.6	.3	6.0	12.4	.2	11.3	12.4
Total 1-7			529.7	35.2		1290.0	28.9		1321.5			567.4	29.5		1477.2	28.2		1585.3
8. Campgrounds	66.0	15.3	220.6	14.6	3.3	734.7	16.5	11.1	754.5	48.1	3.4	92.1	4.8	1.9	297.7	5.7	6.2	320.4
TOTAL A			750.3	49.8		2024.7	45.4		2076.0			659.5	34.3		1774.9	33.9		1905.7
<b>B PUBLIC FACILITIES</b>																		
1. National Park Campgrounds	23.1	5.4	89.5	6.0	3.9	345.2	7.7	14.9	352.1	21.5	1.5	61.3	3.2	2.8	200.7	3.8	9.3	213.6
2. Provincial Park Campgrounds	30.7	7.1	83.0	5.5	2.7	253.4	5.7	8.3	260.7	55.7	4.0	101.5	5.3	1.8	333.4	6.4	6.0	359.8
TOTAL B 1 and 2			172.5	11.5		598.6	13.4		612.8			162.8	8.5		534.1	10.2		573.4
<b>C PERSONAL FACILITIES</b>																		
1. With Friends and Relatives	77.6	18.0	462.1	30.7	5.9	1462.4	32.8	18.8	1499.9	154.8	11.1	836.4	43.5	5.4	2344.1	44.8	15.1	2518.4
2. In Own or Friends Cottage	5.0	1.2	69.6	4.6	13.9	250.6	5.6	50.1	256.1	14.5	1.0	118.2	6.1	8.1	293.2	5.6	20.1	314.8
TOTAL C 1 and 2			531.7	35.3		1713.0	38.4		1756.0			954.6	49.6		2637.3	50.4		2833.2
D OTHER	14.3	3.3	51.8	3.4	3.6	123.4	2.8	8.6	128.0			145.9	7.6	6.8	284.2	5.5	13.2	309.2
TOTAL A TO D			1506.3	100.0		4459.7	100.0		4572.8			1922.8	100.0		5230.5	100.0		5621.5

(continued)

Table C 38

## ACCOMMODATION USAGE FOR THE EXTENDED SEASON (MAY 15 TO OCTOBER 31) BY PROVINCE AND REGION (CONT'D)

	PRINCE EDWARD ISLAND									MARITIME PROVINCES					
	Parties Staying In		Party Nights Spent In			Person Nights Spent In			Adjusted <sup>2/</sup> (000)	Party Nights Spent In		Person Nights Spent In			
	(000)	%	(000)	%	Aver.	(000)	%	Aver.		(000)	(000)	%	(000)	%	(000)
<b>A COMMERCIAL FACILITIES</b>															
1. Hotels	3.5	2.1	12.5	2.0	3.5	33.5	1.8	9.5	33.9	128.5	3.2	274.0	2.4	283.1	
2. Motels	51.4	31.2	120.7	19.3	2.3	297.1	15.6	5.8	300.9	884.6	21.8	2190.1	18.9	2290.0	
3. Tourist Homes	6.6	4.0	23.6	3.8	3.6	58.2	3.0	8.8	58.9	49.7	1.2	117.0	1.0	120.1	
4. Cabins	7.4	4.5	20.6	3.3	2.8	67.4	3.5	9.1	68.2	103.2	2.6	320.9	2.8	334.6	
5. Housekeeping Cabins	5.7	3.4	24.6	3.9	4.3	81.7	4.3	14.4	82.7	36.6	.9	117.0	1.0	119.0	
6. Rented Cottage or Vacation Home	1.8	1.1	13.8	2.1	7.6	52.2	2.7	28.9	52.8	102.6	2.5	323.6	2.8	342.7	
7. Hunting-Fishing Camps	.3	.2	1.5	.2	4.7	3.8	.2	11.9	3.9	9.2	.2	18.5	.1	18.6	
Total 1-7			217.3	34.6		593.9	31.1		601.3	1314.4	32.4	3361.1	29.0	3508.1	
8. Campgrounds	31.0	18.8	106.5	17.0	3.4	400.7	21.0	12.9	405.7	419.2	10.3	1433.1	12.3	1480.6	
TOTAL A			323.8	51.6		994.6	52.1		1007.0	1733.6	42.7	4794.2	41.3	4988.7	
<b>B PUBLIC FACILITIES</b>															
1. National Park Campgrounds	10.3	6.3	40.1	6.4	3.9	138.7	7.3	13.4	140.4	190.9	4.7	684.6	5.9	706.1	
2. Provincial Park Campgrounds	12.9	7.8	36.9	5.9	2.9	128.9	6.7	10.0	130.5	221.4	5.5	715.7	6.2	751.0	
TOTAL B 1 and 2			77.0	12.3		267.6	14.0		270.9	412.3	10.2	1400.3	12.1	1457.1	
<b>C PERSONAL FACILITIES</b>															
1. With Friends and Relatives	28.8	17.5	170.9	27.3	5.9	505.3	26.5	17.5	511.6	1469.4	36.2	4311.8	37.2	4529.9	
2. In Own or Friends Cottage	2.9	1.8	34.8	5.5	12.0	95.8	5.0	32.9	97.0	222.6	5.5	639.6	5.5	667.9	
TOTAL C 1 and 2			205.7	32.8		601.1	31.5		608.6	1692.0	41.7	4951.4	42.7	5197.8	
D OTHER	3.5	2.1	20.6	3.3	5.9	46.9	2.4	13.5	47.5	218.3	5.4	454.5	3.9	484.7	
TOTAL A TO D			627.1	100.0		1910.2	100.0		1934.0	4056.2	100.0	11600.4	100.0	12128.3	

<sup>1/</sup> Source Ibid. Includes all purposes and types of travel including commuting and air and bus travellers exiting Prince Edward Island.

<sup>2/</sup> The total person nights shown by Accommodation type was somewhat less than the total person nights shown for each province. Person nights by Accommodation type were adjusted upward so that the total equalled that for person nights for each province.

objectives of this report are noted. Undoubtedly much of the information will find meaningful application in specific problems arising from the operations of the Department of Regional Economic Expansion in the tourist and recreation field in the Maritime Provinces.

(b) Salient Features and Their Implications

(i) In the Entire Season parties exiting spent 4,056,200 party nights in the Maritime Provinces. Some 3,680,100 party nights or 90.7% were spent by parties exiting during the Main Season, and only 9.3% by those leaving in the shoulder seasons.

(ii) Of 4,560,200 party nights spent in the Maritime Provinces in the Entire Season, 47% were spent in New Brunswick, 37% in Nova Scotia and 16% in Prince Edward Island. Values for the division of 3,680,100 party nights associated with exiting vehicles during the Main Season were somewhat different being: New Brunswick - 52%, Nova Scotia - 33%, Prince Edward Island - 15%.

The proportionate share of party nights for Nova Scotia in either the Entire or Main seasons was substantially below that of 51% for its population. The share of New Brunswick was somewhat above that of 42% for its population. In Prince Edward Island the percentage share of the regional total of party nights was 2.2 to 2.3 times greater than that for its population.

(iii) Tourist and recreational travel accounted for 81.9% of the party nights spent in the Maritime Provinces during the Entire Season. Similar values for the provinces were: Nova Scotia - 84.6%, New Brunswick - 77.7% and Prince Edward Island - 88.4%. The dominance of tourist and recreational motivation is strongest in Prince Edward Island and weakest in New Brunswick. In general, the pattern is applicable to the Main Season.

(iv) Among the tourist and recreational travel motivations sightseeing was the leading contributor to accommodation usage of all types during the Entire Season. It accounted for 56.8% of the party nights in Prince Edward Island, 53.0% in Nova Scotia, and 39.9% in New Brunswick. In a proportionate sense in New Brunswick, however, the total for party nights attributable to sightseeing was 96% of that for Nova Scotia, and 116% of that for Prince Edward Island.

Trips motivated primarily by visits to friends and relatives accounted for 31.7% of the party nights spent in the Maritime Provinces. The ratio was greatest in New Brunswick - 36.0%, and least in Prince Edward Island - 21.5%. Nova Scotia stood mid-way - 30.4%. Total nights spent in New Brunswick as a result of visits to friends and relatives were 51% greater than those in Nova Scotia, and 413% greater than those in Prince Edward Island.

The pursuit of outdoor sports accounted for only 2.8% of the party nights spent in the region. The corresponding value for Prince Edward Island, namely, 10.1% was markedly above that for Nova Scotia - 1.2%, and New Brunswick - 1.0%.

(v) Considering the major categories of accommodation from a maritime regional perspective, vehicle parties exiting during the Main Season indicated about equal utilization of personal facilities (homes of friends/relatives and cottages), and the eight different type of commercial facilities, with about 42.3% of the party nights being spent in the former, and 41.5% in the latter. In New Brunswick, 49.6% of the party nights were spent in personal facilities, and 34.3% in commercial facilities, with the rankings being similar to that for the Maritime Provinces. In Nova Scotia, commercial facilities dominated, accounting for 47.8% of the party nights, and personal facilities some 35.8%. Here, the order is opposite to

that for the Maritime Provinces. In Prince Edward Island, 52.5% of the party nights were spent in commercial facilities, the highest value recorded, and 30.8% in personal facilities.

Public facilities, including national and provincial campgrounds, accounted for 10.9% of the party nights in the Maritime Provinces. The value of 8.5% for New Brunswick was below the regional average; those in Nova Scotia - 13.4% and Prince Edward Island - 13.7%, were somewhat above.

About 5.4% of the party nights spent in the region were listed under "Other", which included sleeping in cars, boats, etc. Nova Scotia recorded the highest value for this general category - 8%, and Prince Edward Island, the lowest - 3%. The value for New Brunswick - 7.6% approximated that of Nova Scotia.

(vi) In terms of party nights spent in individual facility types, such as hotels, campgrounds, etc., there are some interesting differences between the provinces and the region.

In the Maritime Provinces the homes of friends and relatives were the most significant form of accommodation usage, accounting for 36.5% of the total. They ranked first in Nova Scotia - 30.3%, and New Brunswick - 43.4%. They ranked second in Prince Edward Island - 25.7%. Here, private, national and provincial park campsites ranked first, accounting for 33.3% of all party nights.

The leading position occupied by the homes of friends and relatives in accommodation is interesting when compared with a much more modest value recorded for visits to friends and relatives as a primary purpose for trip-taking.

In the Maritime Provinces, commercial, national and provincial campsites ranked second, accounting for 21.7% of the party nights. In Nova Scotia they ranked second - 29.8%, but in New

Brunswick they ranked only third - 13.3%. As noted, campsites assumed first ranking in Prince Edward Island - 33.3%. In the Maritime Provinces party nights spent in campsites were 10% greater than those spent in motels and about 5% less than those in motels and hotels combined. In Nova Scotia, party nights spent in campsites were about 58% greater than those in motels, and 24% greater than those in motels and hotels combined. In New Brunswick, they accounted for about 59% less party nights than did motels, and about 69% less than hotels and motels combined. In Prince Edward Island, the campsites accounted for 105% more party nights than did the motels, and about 83% more than the hotels and motels combined.

Of a total of 798,100 party nights spent in campsites in the maritime region, 363,300 or 45.5% accrued to Nova Scotia. New Brunswick accounted for 254,900 or 31.9%, and Prince Edward Island 179,900 or 22.5%.

Private campsites dominated the party-camper nights in the Maritime Provinces, accounting for 49.8%. Their proportionate share was highest in Prince Edward Island - 58.8% and Nova Scotia - 55.0%; and lowest in New Brunswick - 36.6%.

In the Maritime Provinces the provincial campsites were slightly more significant in terms of party nights than those of the National Parks, with the values being 27.1% and 23.1% respectively. In New Brunswick the provincial campsites were clearly dominant - 39.8% as compared with national campsites - 24.1%. In both Nova Scotia and Prince Edward Island, however, the national park campsites accounted for slightly more party nights: Nova Scotia - National Parks - 23.1%, Provincial Parks - 21.9%; Prince Edward Island - National Parks - 21.6%, Provincial Parks - 19.6%.

In the Maritime Provinces, motels ranked third accounting

for 19.7% of accommodation nights. They ranked third in Nova Scotia - 18.9%, and third in Prince Edward Island - 16.2%. In New Brunswick motels ranked second - 21.1%.

The use of private cottages or those of friends ranked fourth from a regional perspective, accounting for 5.8% of the party nights. They attained fourth ranking in New Brunswick - 6.2%, and fourth in Prince Edward Island - 5.1%. In Nova Scotia they ranked fifth - 5.5%. Hotels ranked fourth in this province, accounting for 6.2% of the party nights.

(vii) Commercial facilities in the Maritime Provinces were proportionately more significant in the case of American parties, accounting for 47.7% of their party nights as opposed to 38.3% of those of Canadian. Differences were most pronounced in Prince Edward Island: American - 61.7%, Canadian - 49.9%. In Nova Scotia the value for American parties was 65.1% and that for Canadian - 42.6%. The difference was least in New Brunswick: American - 36.1%, and Canadian - 31.8%.

Among the group of commercial facilities the pattern for motels is probably the most interesting. In the Maritime Provinces 25.7% of the American party nights were spent in motels, and 16.6% of the Canadian. The pattern is repeated provincially with 28.2% of the American nights being spent in motels in Nova Scotia as opposed to 12.9% of those for Canadian. Similar values for New Brunswick were: American - 24.4%, and Canadian - 19.4%, and for Prince Edward Island: American 22.7%, and Canadian - 14.3%.

In a proportionate sense there were no significant differences between Americans and Canadians with respect to commercial camp-site use.

On a regional basis Canadians and Americans spent roughly



similar proportions of their total party nights in public facilities, including national and provincial campgrounds, the value being 10.9% for Canadians and 10.8% for Americans. In Nova Scotia, Canadians spent 14.4% of their party nights in these facilities as opposed to 11.8% for Americans. In New Brunswick, 9.6% of the American party nights were spent in these facilities, and 7.9% of the Canadian. Similar values for Prince Edward Island were 12.9% American, and 13.9% Canadian.

On a maritime provincial basis the homes of friends and relatives accounted for 30.4% of the American party nights, and 39.6% Canadian. In Prince Edward Island, the differences were quite pronounced: American - 14.8%, Canadian - 28.8%, and also in Nova Scotia: American - 20.7%, Canadian 36.5%. In New Brunswick the value for American party nights was 40.5% and that for Canadian - 45.0%.

7. Composition, Income and Occupation Patterns for Respondent Parties -  
Tables C-39 to C-42

(a) Initial Comment

In Tables C-39 & C-40 the composition of respondent parties in the Entire and Main Seasons is summarized. Income relationships for respondent parties during the Entire Season are shown in Table C-41. The occupation patterns for the chief earners of the respondent parties during the Entire Season are indicated in Table C-42.

(b) Salient Features and Their Implications

(i) In the Entire Season adults formed 77.7% of the total number of persons in respondent parties exiting Nova Scotia. Values for New Brunswick and Prince Edward Island were 78.5% and 73.7% respectively. Only slight differences in percentage

Table C 39

PARTY COMPOSITION FOR RESPONDENT PARTIES - ENTIRE SEASON 1971 <sup>1/</sup>

C-83

	<u>Nova Scotia</u>		<u>New Brunswick</u>		<u>Prince Edward Island</u>	
	<u>Persons</u> <u>(000)</u>	<u>%</u>	<u>Persons</u> <u>(000)</u>	<u>%</u>	<u>Persons</u> <u>(000)</u>	<u>%</u>
<u>I Person Composition</u>						
<u>Adults</u>						
Males	487.6	41.3	1510.1	42.2	185.4	37.6
Females	430.1	36.4	1301.8	36.3	178.2	36.1
Sub Total	917.7	77.7	2811.9	78.5	363.6	73.7
<u>Children</u>						
6 - 16 years	175.4	14.9	484.9	13.5	100.8	20.4
5 years or less	87.3	7.4	284.5	8.0	28.9	5.9
Sub Total	262.7	22.3	769.4	21.5	129.7	26.3
TOTAL I	1180.4	100.0	3581.3	100.0	493.3	100.0
<u>II Party Composition</u>						
<u>Adults Only</u>						
Male only	115.6	9.8	438.0	12.2	34.8	7.1
Female only	35.9	3.0	175.4	4.9	20.9	4.2
Male and Female	495.8	42.0	1388.7	38.8	183.6	37.2
Sub Total	647.3	54.8	2002.1	55.9	239.3	48.5

(continued)

PARTY COMPOSITION FOR RESPONDENT PARTIES - ENTIRE SEASON 1971 <sup>1/</sup>(continued)

Table C 39

	<u>Nova Scotia</u>		<u>New Brunswick</u>		<u>Prince Edward Island</u>	
	Persons (000)	%	Persons (000)	%	Persons (000)	%
<u>Adults and Children</u>						
1. <u>Male and Female With</u>						
School Age Children	241.4	11.5	652.2	18.2	159.8	32.4
Pre-school Age Children	118.3	10.0	357.5	10.0	43.5	8.8
School and Pre-school Children	135.8	20.5	371.1	10.4	38.5	7.8
Sub Total	495.5	42.0	1380.8	38.6	241.8	49.0
2. <u>Male With</u>						
School Age Children	13.4	1.1	62.9	1.8	3.4	.7
Pre-school Age Children	2.4	.2	15.8	.4	1.0	.2
School and Pre-school Children	2.3	.2	23.4	.7	.3	.1
Sub Total	18.1	1.5	102.1	2.9	4.7	1.0
3. <u>Female With</u>						
School Age Children	7.3	.6	28.1	.8	4.4	.9
Pre-school Age Children	8.9	.8	38.3	1.1	2.1	.4
School and Pre-school Children	3.3	.3	23.6	.6	1.0	.2
Sub Total	19.5	1.7	90.0	2.5	7.5	1.5
TOTAL II	1180.4	100.0	3581.3	100.0	493.3	100.0

<sup>1/</sup> Source Ibid. Includes all purposes and types of travel including commuting and also air and bus travellers exiting P.E.I.

PARTY COMPOSITION FOR RESPONDENT TOURIST PARTIES IN THE MAIN SEASON 1971 <sup>1/</sup>

	CANADIAN PERSONS		NOVA SCOTIA		COMBINED		CANADIAN PERSONS		NEW BRUNSWICK		COMBINED		CANADIAN PERSONS		PRINCE EDWARD ISLAND		COMBINED	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
<b>I PERSON COMPOSITION</b>																		
<b>1. Adults</b>																		
Males	179.1	38.0	105.0	37.8	284.1	37.9	368.5	40.3	268.9	40.7	637.4	40.5	97.0	35.0	39.2	35.7	136.2	35.2
Females	155.3	33.0	112.1	40.3	267.4	35.7	312.5	34.1	258.0	39.1	570.5	36.2	98.4	35.4	40.2	36.6	138.6	35.8
Total	334.4	71.0	217.1	78.1	551.5	73.6	681.0	74.4	526.9	79.8	1207.9	76.7	195.4	70.4	79.4	72.3	274.8	71.0
<b>2. Children</b>																		
6 - 16 years	94.3	20.0	47.5	17.1	141.8	18.9	146.4	16.0	85.7	13.0	232.1	14.7	63.0	22.7	25.5	23.2	88.5	22.9
5 years or less	42.5	9.0	13.4	4.8	55.9	7.5	87.6	9.6	47.6	7.2	135.2	8.6	19.0	6.9	5.0	4.5	24.0	16.1
Total	136.8	29.0	60.9	21.9	197.7	26.4	234.0	25.6	133.3	20.2	367.3	23.3	82.0	29.6	30.5	27.7	112.5	29.0
TOTAL I	471.2	100.0	278.0	100.0	749.2	100.0	915.0	100.0	660.2	100.0	1575.2	100.0	277.4	100.0	109.9	100.0	387.3	100.0
<b>II PARTY COMPOSITION</b>																		
<b>Adults Only</b>																		
Male	34.5	7.3	8.0	2.9	42.5	5.7	80.7	8.8	49.5	7.5	130.2	8.3	14.2	5.1	4.6		18.8	4.9
Female	5.7	1.2	5.1	1.8	10.8	1.4	20.8	2.3	27.1	4.1	47.9	3.0	10.9	3.9	5.4		16.3	4.2
Male and Female	163.6	34.7	139.8	50.3	303.4	40.5	331.0	36.2	311.8	47.2	642.8	40.8	92.6	33.4	41.8		134.4	34.7
Total	203.8	43.2	152.9	55.0	356.7	47.6	432.5	47.3	388.4	58.8	820.9	52.1	117.7	42.4	51.8	47.1	169.5	43.8
<b>Adults and Children</b>																		
<b>1. Male and Female With</b>																		
School Age Children	116.2	24.6	83.3	30.0	199.5	26.6	201.7	22.0	120.3	18.2	322.0	20.5	99.4	35.8	41.4	37.7	140.8	36.3
Pre-school Age Children	48.0	10.2	19.0	6.8	67.0	8.9	127.3	13.9	66.6	10.1	193.9	12.3	30.2	10.9	5.4	4.9	35.6	9.2
School-Pre-school Children	96.0	20.4	20.1	7.2	116.1	15.5	111.3	12.2	65.8	10.0	177.1	11.2	21.3	7.7	9.7	8.8	31.0	8.0
Total	260.2	55.2	122.4	44.0	382.6	51.0	440.3	48.1	252.7	38.3	693.0	44.0	150.9	54.4	56.5	51.4	207.4	53.5
<b>2. Male With</b>																		
School Age Children	2.5	.5	.4	.2	2.9	.4	23.7	2.6	8.4	1.3	32.1	2.1	2.3	.8	.7	.6	3.0	.8
Pre-school Age Children	.6	.1	.4	.1	1.0	.1	4.2	.5	1.0	.1	5.2	.3	.6	.2	-	-	.6	.2
School-Pre-school Children	-		.3	.1	.3	.1	5.0	.5	1.8	.3	6.8	.4	-		.3	.3	.3	-
Total	3.1	.7	1.1	.4	4.2	.6	32.9	3.6	11.2	1.7	44.1	2.8	2.9	1.0	1.0	.9	3.9	1.0
<b>3. Female With</b>																		
School Age Children	1.7	.4	1.3	.5	3.0	.4	4.8	.5	3.1	.5	7.9	.5	3.8	1.4	.2	.2	4.0	1.0
Pre-school Age Children	1.4	.3			1.4	.2	.8	.1	2.7	.4	3.5	.2	1.6	.6	-	-	1.6	.4
School-Pre-school Children	1.0	.2	.3	.1	1.3	.2	3.7	.4	2.1	.3	5.8	.4	.5	.2	.4	.4	.9	.3
Total	4.1	.9	1.6	.6	5.7	.8	9.3	1.0	7.9	1.2	17.2	1.1	5.8	2.2	.6	.6	6.5	1.7
TOTAL II	471.2	100.0	278.0	100.0	749.2	100.0	915.0	100.0	660.2	100.0	1575.2	100.0	277.4	100.0	109.9	100.0	387.3	100.0

<sup>1/</sup> Data Source Ibid. - covers the period June 15 to September 15 and does not include commuters staying less than 24 hours. Prince Edward Island includes air, bus and auto travellers.

Table C 41

INCOME OF CHIEF EARNER IN RESPONDENT PARTIES - ENTIRE SEASON <sup>1/</sup>

Dollars	Nova Scotia Persons		Adjusted <sup>2/</sup>		New Brunswick Persons		Adjusted <sup>2/</sup>		Prince Edward Island Persons		Adjusted <sup>2/</sup>	
	Absolute (000)	%	(000)	%	Absolute (000)	%	(000)	%	Absolute (000)	%	(000)	%
Less than 2499	25.9	6.0	28.9	6.7	100.6	7.2	111.5	8.0	5.4	3.3	6.1	3.7
2500 - 4999	34.2	7.9	38.3	8.9	112.1	8.0	124.1	8.9	7.0	4.2	7.9	4.8
5000 - 7499	66.8	15.5	74.6	17.3	252.0	18.1	278.9	20.0	22.9	13.9	26.1	15.8
7500 - 9999	76.4	17.7	85.3	19.8	284.6	20.4	316.5	22.7	30.9	18.8	35.1	21.3
10000 - 12499	68.5	15.9	76.7	17.8	202.1	14.5	224.5	16.1	28.7	17.4	32.5	19.7
12500 - 14999	54.3	12.6	60.8	14.1	113.6	8.2	125.5	9.0	20.9	12.6	23.8	14.4
15000 - 17499	27.6	6.4	30.7	7.1	85.6	6.1	94.8	6.8	10.7	6.5	12.2	7.4
17500 - 19999	9.3	2.2	10.3	2.4	32.1	2.3	36.2	2.6	6.1	3.7	6.9	4.2
20000 or more	22.8	5.3	25.4	5.9	73.8	5.3	82.3	5.9	12.6	7.7	14.3	8.7
No Response	45.0	10.5			137.8	9.9			19.8	12.0		
<b>TOTAL</b>	<b>431.0</b>	<b>100.0</b>	<b>431.0</b>	<b>100.0</b>	<b>1394.3</b>	<b>100.0</b>	<b>1394.3</b>	<b>100.0</b>	<b>164.9</b>	<b>100.0</b>	<b>164.9</b>	<b>100.0</b>

<sup>1/</sup> Source Ibid. Includes all purposes and types of travel including commuting and air and bus parties exiting P.E.I.<sup>2/</sup> Non-Responses distributed.

	NOVA SCOTIA				NEW BRUNSWICK				PRINCE EDWARD ISLAND			
	Absolute <sup>0</sup>		Adjusted		Absolute		Adjusted		Absolute		Adjusted	
	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%	(000)	%
1. Professional	107.1	24.8	109.9	25.5	392.6	28.2	398.8	28.6	59.4	36.0	60.2	36.5
2. Managerial	49.1	11.4	50.4	11.7	152.2	10.9	154.8	11.1	19.7	12.0	20.0	12.1
Sub Total 1&2	156.2	36.2	160.3	37.2	544.8	39.1	553.6	39.7	79.1	48.0	80.2	48.6
3. Clerical	18.8	4.4	19.4	4.5	52.8	3.8	53.0	3.8	7.7	4.7	7.8	4.7
4. Sales	36.2	8.4	37.1	8.6	93.3	6.7	94.8	6.8	14.1	8.5	14.3	8.7
Sub Total 3&4	55.0	12.8	56.5	13.1	146.1	10.5	147.8	10.6	21.8	13.2	22.1	13.4
5. Services and Recreation	29.3	6.8	30.2	7.0	74.9	5.4	76.7	5.5	8.0	4.9	8.1	4.9
6. Transportation & Communication	26.5	6.2	27.2	6.3	84.3	6.0	85.0	6.0	7.3	4.4	7.4	4.5
Sub Total 5&6	55.8	13.0	57.4	13.3	159.2	11.4	161.7	11.5	15.3	9.3	15.5	9.4
7. Miners	2.6	.6	2.6	.6	8.5	.6	8.5	.6	1.4	.8	1.4	.9
8. Craftsmen	35.6	8.3	36.6	8.5	95.2	6.8	96.2	6.9	10.0	6.1	10.1	6.1
9. Labourers	16.6	3.9	16.8	3.9	85.5	6.1	86.4	6.2	5.5	3.3	5.6	3.4
Sub Total 7-9	54.8	12.8	56.0	13.0	189.2	13.5	191.1	13.7	16.9	10.2	17.1	10.4
10. Farmers	6.9	1.6	7.3	1.7	27.3	2.0	27.9	2.0	2.2	1.3	2.3	1.4
11. Loggers	2.0	.4	2.2	.5	25.4	1.8	26.5	1.9	1.0	.6	1.0	.6
12. Fishermen	2.2	.5	2.2	.5	7.1	.5	7.1	.5	.5	.3	.5	.3
Sub Total 10-12	11.1	2.5	11.7	2.6	59.8	4.3	61.5	4.4	3.7	2.2	3.8	2.3
13. Housewife	7.0	1.6	7.3	1.7	24.7	1.8	25.1	1.8	1.8	1.0	1.8	1.1
14. Student	19.6	4.5	20.2	4.7	57.8	4.1	58.5	4.2	5.8	3.5	5.9	3.6
15. Retired	40.6	9.4	41.8	9.7	113.5	8.1	115.7	8.3	13.8	8.4	14.0	8.5
16. Other	19.3	4.5	19.8	4.6	77.4	5.6	79.4	5.7	4.4	2.7	4.5	2.7
17. No Response	11.6	2.7			21.8	1.6			2.3	1.4		
TOTAL	431.0	100.0	431.0	100.0	1394.3	100.0	1394.3	100.0	164.9	100.0	164.9	100.0

<sup>1/</sup> Source Ibid includes all purposes and types of travel including commuting and air and bus parties exiting PEI.

<sup>2/</sup> The no responses have been distributed throughout the categories of occupation.

values were observed in the Main Season.

(ii) In the Entire Season children six to sixteen years represented 14.9% of those in respondent parties exiting Nova Scotia and 13.5% in New Brunswick. The value in Nova Scotia for the Main Season was slightly higher - 17.1% and that for New Brunswick slightly lower - 13.0%. Children six to sixteen years are somewhat more prevalent in the parties exiting Prince Edward Island, the values being 20.4% in the Entire Season, and 22.9% in the Main Season.

(iii) Similar values for the age group five years or less ranged between 7.2% and 8.0% in Nova Scotia and New Brunswick respectively on either an Entire or Main Season basis. In Prince Edward Island <sup>they</sup> represented 5.9% of the exiting parties in the Entire Season, but 16.1% in the Main Season. The latter was the highest percentage recorded by any province in any season.

(iv) In Nova Scotia, 54.8% of the visitors in the Entire Season were in parties containing only adults and 55.9% in New Brunswick. The value for Prince Edward Island was markedly lower, namely 48.5%. During the Main Season similar values for adults were noticeably lower - Nova Scotia 47.6%, New Brunswick 52.1%, and Prince Edward Island 43.8%.

Among the adult group, males and females travelling together were dominant in all seasons. Percentage values ranged from a low of 34.7% in Prince Edward Island during the Main Season to a high of 42.0% in Nova Scotia in the Entire Season.

Females travelling alone did not represent a large portion of the total exiting population, with values ranging from a low of 1.4% in Nova Scotia during the Main Season to a high of 4.9% in New Brunswick in the Entire Season. The value for Prince Edward Island was 4.2% during both seasons.

(v) Parties composed of males and females, together with school and preschool children, were strongly represented during the Entire Season. In New Brunswick their strength was least where they included 36.6% of all exiting persons, and greatest in Prince Edward Island where the value was 49.0%. In the Main Season their strength was even greater where values ranged from a low of 44.0% in New Brunswick to a high of 53.5% for Prince Edward Island. The value for Nova Scotia was 51.0%.

Parties made up of a male and a female, together with school-age children only, were dominant in this mixed group in the case of vehicles exiting all provinces during both seasons.

(vi) Males or females travelling with children formed a small percentage of total exiting parties. When children are present, the customary situation is for both parents to be represented in the party.

(vii) Table C-41 shows a general upward swing in the number and percentage of chief earners in the lowest income categories to a peak for the group \$7,500 to \$9,999. A downward sweep is then observed in the curve to a low for the income group \$17,500 to \$19,999. There is then an upward movement in values for the income group \$20,000 or more. The shape of the curve for the first eight income categories appears to be a general reflection of volume and percentage values for households by income categories. The upward swing for the highest income group is clearly a departure from the normal curve for population distribution by income.

The two low income categories (\$4,999 or less) are most strongly represented in volume and proportionate sense in Nova Scotia and New Brunswick where they included 15.6%, and 16.9% of all exiting party heads respectively. In Prince Edward Island only 8.5% of the visitors fell into these income categories.



In Nova Scotia 18.8% of the chief earners in respondent parties indicated an income of \$7,500 to \$9,999; 22.7% in New Brunswick and 21.3% in Prince Edward Island.

The highest income category \$20,000 or more accounted for 5.9% of the chief earners in both Nova Scotia and New Brunswick, and 8.7% in Prince Edward Island. This income category is unquestionably disproportionately represented in a positive direction, that is to say, their representation is greater than their proportionate distribution in the total population of the origin areas. In marketing and development strategies there is considerable interest in this high income group. While they appear to have immense interest in the region the strength of the market demands for facilities is centred in the middle income group.

(viii) In Table C-42 the occupation of the chief earner in the respondent parties during the Entire Season is summarized. There are some significant differences in the pattern for individual provinces.

The combination of the professional and managerial categories encompassed 37.2% of the respondents in Nova Scotia, 39.7% in New Brunswick, and 48.6% in Prince Edward Island.

The clerical and sales group were equally represented in a proportionate sense in Nova Scotia and Prince Edward Island, with the values being 13.1% and 13.4% respectively. In New Brunswick only 10.6% fell into these categories.

Miners, craftsmen and labourers accounted for 13.0% of the responses in Nova Scotia, 13.7% in New Brunswick, but only 10.4% in Prince Edward Island.

Primary producers, including farmers, loggers and fishermen, are about equally represented in Nova Scotia and Prince Edward Island, with values being 2.6% and 2.3% respectively. This group was noticeably higher in New Brunswick - 4.4%.

Caution must be exercised in the use of the information related to occupation. Professional occupation categories accounted for 25.5% of the respondents in Nova Scotia, but the three highest income categories included only 15.4% of the respondents. In New Brunswick, 28.6% indicated professional occupations, but only 13.3% were in these high income categories. In Prince Edward Island 36.5% of the respondents listed themselves as professional people, but the high income categories included only 20.3% of the respondents.

8. Major and Minor Expenditures by Province during the Entire and Main Seasons, and Division of Trip Purpose - Tables C-43 & C-44

(a) Initial Comment

In Table C-43 total expenditures are shown for the Entire and Main Seasons. Major expenditures include those made for the acquisition of capital goods, such as land, buildings, boats, and in general represented individual amounts of \$200 or more. Minor expenditures are those made for the purchase of consumable goods and services and in general were individually \$200 or less.

The values shown in Table C-43 have been considered to represent key totals to which expenditures by trip purpose and commodity have been adjusted. In effect, it was felt that the expansion of the sample in the Exit Survey on the basis of total expenditures provided the most accurate estimate. The expansion of expenditures by trip purpose and commodity type was considered somewhat less accurate.

In Table C-44 expenditures in each province in the Entire Season are shown by trip-purpose categories. Percentage values do not differ substantially for expenditures incurred by visitors during the Main Season.

Table C 43

MAJOR AND MINOR EXPENDITURES BY PROVINCE FOR ENTIRE AND MAIN TOURIST SEASON 1971 <sup>1/</sup>

Province	<u>Major Expenditures</u>					<u>Minor Expenditures</u>					<u>Major and Minor Expenditures</u>				
	<u>Entire Season <sup>2/</sup></u>		<u>Tourist Main Season <sup>3/</sup></u>			<u>Entire Season <sup>2/</sup></u>		<u>Tourist Main Season <sup>3/</sup></u>			<u>Entire Season <sup>2/</sup></u>		<u>Tourist Main Season <sup>3/</sup></u>		
	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>% <sup>4/</sup></u>	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>% <sup>4/</sup></u>	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>\$10<sup>3</sup></u>	<u>%</u>	<u>% <sup>4/</sup></u>
NOVA SCOTIA	4755	39.1	1175	18.6	24.7	40929	40.1	30049	36.3	73.4	45684	40.0	31224	35.1	68.3
NEW BRUNSWICK	6755	55.5	4784	76.0	70.8	46267	45.3	40016	48.4	86.5	53022	46.4	44800	50.3	84.5
PRINCE EDWARD ISLAND <sup>5/</sup>	658	5.4	338	5.4	51.4	14917	14.6	12627	15.3	84.6	15575	13.6	12965	14.6	83.2
MARITIME PROVINCES	12168	100.0	6297	100.0	51.7	102113	100.0	82692	100.0	81.0	114281	100.0	88989	100.0	77.9

<sup>1/</sup> Source Ibid.

<sup>2/</sup> From May 15 to October 31 and includes commuters.

<sup>3/</sup> From June 15 to September 15, and excludes commuters not staying overnight.

<sup>4/</sup> Percent of extended season total.

<sup>5/</sup> Includes travellers by car, bus and plane.

	NOVA SCOTIA			NEW BRUNSWICK			PRINCE EDWARD ISLAND			MARITIME PROVINCES	
	Absolute <sup>1/</sup>		Adjusted <sup>2/</sup>	Absolute <sup>1/</sup>		Adjusted <sup>2/</sup>	Absolute <sup>1/</sup>		Adjusted <sup>2/</sup>	Adjusted	
	\$ (000)	%	\$ (000)	\$ (000)	%	\$ (000)	\$ (000)	%	\$ (000)	\$ (000)	%
<b>A. Non Tourist &amp; Recreation Travel</b>											
1. <u>Commuting</u>											
Staying less than 24 hours <sup>3/</sup>	243.9	.5	231.3	84.3	.2	81.9	3.1		3.1	316.3	.3
Staying more than 24 hours	929.3	2.0	925.4	124.6	3	122.8	88.6	.6	86.4	1134.6	1.1
T      Total I	1173.2	2.5	1156.7	208.9	5	204.7	91.7	.6	89.5	1450.9	1.4
II. <u>Business &amp; Work Transfer</u>											
Business Travel	3129.4	6.7	3099.9	1878.1	4.6	1882.7	1237.5	8.3	1238.1	6220.7	6.1
Military & Education <sup>4/</sup>	146.7	.3	138.8	187.8	.5	204.7	33.2	.2	29.8	373.3	.4
Other <sup>5/</sup>	4540.5	9.9	4580.4	2264.7	5.6	2292.0	122.6	.8	119.3	6991.7	6.9
Total II	7816.6	16.9	7819.1	4330.6	10.7	4379.4	1393.3	9.3	1387.2	13585.7	13.4
III. <u>Personal</u>											
Shopping	1358.1	2.9	1341.7	588.9	1.5	613.9	7.5		7.5	1963.1	1.9
Personal Affairs	2185.1	4.7	2174.6	581.7	1.4	573.0	316.3	2.1	320.7	3068.3	3.0
Total III	3543.2	7.6	3516.3	1170.6	2.9	1186.9	323.8	2.2	328.2	5031.4	4.9
IV. <u>Conventions</u> <sup>6/</sup>	256.6	.6	277.6	1015.0	2.5	1023.2	63.4	.4	59.7	1360.5	1.3
TOTAL A	12789.6	27.6	12769.7	6725.1	16.6	6794.2	1872.2	12.5	1864.6	21428.5	21.0
<b>B. Tourist &amp; Recreation Travel</b>											
I. Visit Friends & Relatives	11021.4	23.7	10965.5	7065.5	17.4	7121.7	1585.7	10.6	1581.2	19668.2	19.3
II. Outdoor Sports	946.5	2.0	925.4	563.2	1.4	573.0	1395.8	9.3	1387.3	2885.7	2.8
III. Sightseeing	21653.9	46.7	21606.7	26257.2	64.6	26440.1	10108.8	67.6	10084.0	58130.8	56.9
TOTAL B	33621.8	72.4	33497.4	33885.9	83.4	34134.8	13090.3	87.5	13052.5	80684.7	79.0
TOTAL A & B	46411.4	100.0	46267.1	46611.0	100.0	40929.0	14962.5	100.0	14917.1	102113.2	100.0

<sup>1/</sup> \$ and % from Printouts directly. Total by trip purpose does not equal total expenditures because of non-responses.

<sup>2/</sup> Adjusted so that total by trip purpose equals total expenditures. In effect, adjusted for non-responses.

<sup>3/</sup> This may involve some recreation tourist travel.

<sup>4/</sup> Includes travel to and from military and educational Institutions.

<sup>5/</sup> Includes travel to new job, change of residence, etc.

<sup>6/</sup> Could be considered to be tourist & recreation travel.

(b) Salient Features and Their Implications

(i) Combined major and minor expenditures in the Maritime Provinces during the Entire Season totalled \$114.3 million. Nova Scotia received 40.0%, New Brunswick - 46.4%, and Prince Edward Island - 13.6%.

Similar expenditures in the region in the Main Season were about \$89.0 million. Nova Scotia received 31.5%, New Brunswick - 50.3%, and Prince Edward Island - 14.6%.

About 77.9% of the combined major and minor expenditures in the Maritime Provinces were incurred in the Main Season. In Nova Scotia the proportion was slightly less - 68.3%. In New Brunswick and Prince Edward Island, it was 84.5% and 83.2% respectively.

(ii) In the Entire Season minor expenditures in the Maritime Provinces totalled \$102.1 million, and major \$12.2 million, or 10.6%. In the Main Season minor expenditures in the region were \$82.7 million, and major \$6.3 million, or 7.6%.

(iii) Nova Scotia received 40.1% of the regional total of minor expenditures in the Entire Season, and 36.3% of those in the Main Season. New Brunswick received 45.3% in the Entire and 48.4% of those in the Main seasons. Similar values in Prince Edward Island are 14.6% and 15.3%.

(iv) New Brunswick was the primary recipient of major expenditures, receiving 55.5% of the maritime provincial total for the Entire and 76.0% of that for the Main seasons. Similar values for Nova Scotia were markedly lower being 39.1% and 18.6% respectively. Prince Edward Island received only 5.4% of the major expenditures for the region in both the Entire and Main Seasons.

(v) About 79.0% of minor expenditure in the region during Entire Season was related to tourist and recreational travel. The value was highest in Prince Edward Island - 87.5%, only slightly lower in New Brunswick - 83.4%, and lowest in Nova Scotia - 72.4%.

Travel for sightseeing purposes ranked first accounting for 56.9% of all expenditures within the Maritime Provinces in the Entire Season irrespective of purpose, and 72.0% of that associated with tourist and recreational travel. Sightseeing trips ranked very highly in New Brunswick, accounting for 64.6% of all expenditures in that province, and 77.4% of those associated with tourist and recreational travel. The same is true in Prince Edward Island where the corresponding values were 67.6% and 77.2% respectively. Sightseeing trips were least important in this proportional sense in Nova Scotia, accounting 46.7% of all expenditures in the province, and 64.5% of that associated with tourist and recreational travel.

Trips motivated by visits to friends and relatives ranked second, generating 19.3% of all expenditures within the Maritime Provinces in the Entire Season, and 24.4% of those associated with tourist and recreation travel. This purpose category was most significant in Nova Scotia giving rise to 23.7% of all trip expenditures in the province, and 32.8% of those of a tourist and recreation nature. Similar values for New Brunswick are noticeably lower - 17.4% and 20.8% respectively. Trips of this purpose category generated only 10.6% of the minor expenditures in Prince Edward Island, and 12.1% of that related to tourist and recreation travel.

(iv) Within the Maritime Provinces, minor outlay in the Entire Season related to trips motivated by business and work transfer accounted for 13.4% of the expenditures. The value was highest in Nova Scotia - 16.9%, and lowest in Prince Edward Island - 9.3%.

The value for New Brunswick - 10.7% approximated that of Prince Edward Island.

About 4.9% of the expenditures in the Maritime Provinces in the Entire Season were associated with trips of a personal nature that involved shopping and family and personal affairs. The value was highest in Nova Scotia - 7.6%, and lowest in Prince Edward Island - 2.2%. The value for New Brunswick approximated that of Prince Edward Island - 2.9%.

Commuting accounted for 1.4% of the expenditures within the Maritime Provinces in the Entire Season. The value was highest in Nova Scotia - 2.5%, and lowest in New Brunswick -.5%. The value for Prince Edward Island - .6% approximated that of New Brunswick. The low value in New Brunswick for commuting is somewhat unexpected.

Conventions accounted for only 1.3% of minor expenditures in the Maritime Provinces. The value was highest in New Brunswick - 2.5%, with much lower values in Prince Edward Island - .4% and Nova Scotia - .6%.

9. Expenditures in the Entire and Main Seasons by Commodity Type and National Party Origin - Tables C-45 to C-49

(a) Initial Comment

There is a substantive body of information in this series of five tables that will have useful application in various stages of tourist and recreational planning. Only the most significant features and patterns are discussed.

(b) Salient Features and Their Implications

(i) In the Entire Season 55.5% of the major expenditures were

Table C-45 MAJOR & MINOR EXPENDITURE & DIVISION OF MINOR EXPENDITURES BY COMMODITY CATEGORIES BY PROVINCE & MARITIME REGION FOR ENTIRE SEASON (MAY 15 - OCT. 31) 1971 <sup>1/</sup>

	N O V A S C O T I A						N E W B R U N S W I C K							
	Absolute <sup>2/</sup>		Adjusted <sup>3/</sup>	Mean Trip \$ <sup>4/</sup>		Mean Daily \$ <sup>4/</sup>		Absolute <sup>2/</sup>		Adjusted <sup>3/</sup>	Mean Trip \$ <sup>4/</sup>		Mean Daily \$ <sup>4/</sup>	
	\$ 10 <sup>3</sup>	%		Party	Person	Party	Person	\$ 10 <sup>3</sup>	%		Party	Person	Party	Person
<b>I. Total Expenditures</b>														
Major Expenditures	4,755	10.4		11.03	5.49	8.96	5.27	6,755	12.7					
Minor Expenditures	40,929	89.6		94.95	34.45	19.33	7.05	46,267	87.3		33.18	14.50	18.32	8.05
Total I	45,684	100.0		105.98	39.94	28.29	12.32	53,022	100.0					
<b>II. Expenditure by Commodity Category</b>														
1. Gas & Oil	7,459	18.2	7,462	17.3	7.08	5.45	2.32	10,511	22.7	10,498	7.54	3.37	4.45	1.98
2. Auto Repairs	738	1.8	738	1.71	.77	.48	.25	1,270	2.7	1,268	.91	.44	.45	.23
Total Car 1 & 2	8,197	20.0	8,200	18.42	7.85	5.93	2.57	11,781	25.4	11,766	8.45	3.71	4.90	2.21
3. Food & Beverage Purchase	3,886	9.5	3,890	9.02	3.25	2.35	.89	5,448	11.7	5,441	3.91	1.52	1.62	.65
4. Restaurant Food & Beverage	10,369	25.3	10,371	24.06	10.39	7.31	3.21	10,559	22.9	10,545	7.57	3.47	4.58	2.05
Total Food & Beverage 3 & 4	14,255	34.8	14,261	33.08	13.64	9.66	4.10	16,007	34.6	15,986	11.48	4.99	6.20	2.70
5. Accommodation	10,695	26.2	10,700	24.81	11.01	6.84	3.04	9,558	20.6	9,546	6.85	3.00	3.82	1.67
6. Recreation & Entertainment	1,890	4.6	1,891	4.39	1.68	.93	.40	3,181	6.9	3,177	2.82	1.00	.72	.34
7. Handicrafts & Merchandise	4,161	10.2	4,163	9.65	3.98	2.95	1.27	4,116	8.9	4,111	2.95	1.17	1.68	.68
8. Other Items	1,713	4.2	1,714	3.98	1.75	1.98	.94	1,683	3.6	1,681	1.21	.57	1.00	.50
Total II	40,911	100.0	40,929	94.29	39.91	28.29	12.32	46,326	100.0	46,267	33.76	14.44	18.32	8.10

(continued)



Table C-45 (continued)

MAJOR & MINOR EXPENDITURE & DIVISION OF MINOR EXPENDITURES BY COMMODITY CATEGORIES BY PROVINCE & MARITIME REGION FOR ENTIRE SEASON (MAY 15 - OCT. 31) 1971 <sup>1/</sup>

C-96a

	P R I N C E E D W A R D I S L A N D <sup>5/</sup>							M A R I T I M E P R O V I N C E S		
	Absolute <sup>2/</sup>		Adjusted <sup>3/</sup>	Mean Trip \$ <sup>4/</sup>		Mean Daily \$ <sup>4/</sup>		Absolute	%	Adjusted
	\$ 10 <sup>3</sup>	%	\$ 10 <sup>3</sup>	Party	Person	Party	Person	\$ 10 <sup>3</sup>		\$ 10 <sup>3</sup>
Total Expenditures										
Major Expenditures	658	4.2		3.99	1.83	.67	.39	12,168	9.6	
Minor Expenditures	14,917	95.8		90.46	35.56	30.17	12.59	114,281	90.4	
Total I	15,575	100.0		94.45	37.39	30.84	12.98	126,449	100.0	
<u>Expenditures by Com-</u>										
<u>modity Category</u>										
1. Gas & Oil	1,985	13.3	1,981	12.04	5.06	4.27	1.86	19,955	19.5	19,941
2. Auto Repairs	267	1.8	266	1.62	.89	.44	.23	2,275	2.2	2,272
Total Car 1&2	2,252	15.1	2,247	13.66	5.95	4.71	2.09	22,230	21.7	22,213
3. Food & Beverage Purchase	2,289	15.3	2,284	13.88	4.81	3.39	1.20	11,623	11.4	11,615
4. Restaurant Food & Beverage	2,954	19.8	2,947	17.91	7.87	7.00	3.03	23,882	23.4	23,863
Total Food & Beverage 3 & 4	5,243	35.1	5,231	31.79	12.68	10.39	4.23	35,505	34.8	35,478
5. Accommodation	3,870	25.8	3,861	23.47	9.71	7.51	3.19	24,123	23.6	24,107
6. Recreation & Entertainment	1,361	9.1	1,358	8.25	3.39	2.44	.98	6,432	6.3	6,426
7. Handicrafts & Merchandise	1,162	7.8	1,159	7.04	2.78	2.63	1.03	9,439	9.2	9,433
8. Other Items	1,063	7.1	1,061	6.45	2.98	3.16	1.46	4,459	4.4	4,456
Total II	14,951	100.0	14,917	90.66	37.49	30.84	12.98	102,188	100.0	102,113

<sup>1/</sup> Source Ibid. - Represents expenditures by 431,000 parties in Nova Scotia, 1,394,300 in New Brunswick and 164,900 in Prince Edward Island.

<sup>2/</sup> Values taken directly from the printouts.

<sup>3/</sup> Values for Expenditure by Category adjusted to equal total for minor expenditures.

<sup>4/</sup> The total of mean values by expenditure category does not always equal that shown under Minor Expenditures because values were derived from a somewhat different set of observations. The mean party trip values by expenditure category are related to minor expenditures. In all other cases the means are related to or include both Major and Minor Expenditures.

<sup>5/</sup> Includes travellers by air and bus as well as automobile.

Table C 46

MAJOR AND MINOR EXPENDITURES BY AMERICAN AND CANADIAN TOURISTS IN THE MAIN SEASON (JUNE 15 - SEPT. 15)  
BY PROVINCE & DIVISION OF MINOR EXPENDITURES BY COMMODITY CATEGORY<sup>1/</sup>

	<u>NOVA SCOTIA</u>		<u>NEW BRUNSWICK</u>		<u>PRINCE EDWARD ISLAND</u>		<u>MARITIME PROVINCES</u>		
	\$ 10 <sup>3</sup>	%	\$ 10 <sup>3</sup>	%	\$ 10 <sup>3</sup>	%	\$ 10 <sup>3</sup>	%	%
<b>I. <u>Total Expenditures</u></b>									
Major									
Canadian	1,003	85.4	3,801	79.5	313	92.6	5,117	81.3	
American	172	14.6	983	20.5	25	7.4	1,180	18.7	
	1,175	100.0	4,784	100.0	338	100.0	6,297	100.0	
Minor									
Canadian	15,897	52.9	24,711	61.8	9,289	73.6	49,897	60.3	
American	14,152	47.1	15,305	38.2	3,338	26.4	32,795	39.7	
	30,049	100.0	40,016	100.0	12,627	100.0	82,692	100.0	
Major & Minor									
Canadian	16,900	54.1	28,512	63.6	9,602	74.1	55,014	61.9	
American	14,324	45.9	16,288	36.4	3,363	25.9	33,795	38.1	
	31,224	100.0	44,800	100.0	12,965	100.0	88,809	100.0	
<b>II. <u>Minor Expenditures by Commodity Category</u></b>									
<u>Automobile</u>									
Canadian	3,548	56.5	6,260	63.3	1,396	74.7	11,204	62.1	
American	2,729	43.5	3,632	36.7	472	25.3	6,833	37.9	
Total	6,277	100.0	9,892	100.0	1,868	100.0	18,037	100.0	21.8
<u>Food &amp; Beverage Purchase</u>									
Canadian	1,961	59.8	3,088	65.4	1,579	75.1	6,628	65.6	
American	1,317	40.2	1,637	34.6	524	24.9	3,478	34.4	
Total	3,278	100.0	4,725	100.0	2,103	100.0	10,106	100.0	12.2
<u>Restaurant Food &amp; Beverages</u>									
Canadian	3,627	51.4	5,266	60.0	1,700	71.1	10,593	58.1	
American	3,434	48.6	3,517	40.0	691	28.9	7,642	41.9	
Total	7,061	100.0	8,783	100.0	2,391	100.0	18,235	100.0	22.1
<u>Accommodation</u>									
Canadian	3,666	47.8	5,365	56.1	2,436	73.0	11,467	55.8	
American	3,998	52.2	4,191	43.9	900	27.0	9,089	44.2	
Total	7,664	100.0	9,556	100.0	3,336	100.0	20,556	100.0	24.9
<u>Recreation &amp; Entertainment</u>									
Canadian	1,000	65.8	2,123	71.6	888	75.8	4,011	70.9	
American	519	34.2	843	28.4	283	24.2	1,645	29.1	
Total	1,519	100.0	2,966	100.0	1,171	100.0	5,656	100.0	6.8
<u>Handicrafts &amp; Merchandise</u>									
Canadian	1,548	51.1	2,140	62.8	717	73.9	4,405	59.5	
American	1,481	48.9	1,267	37.2	253	26.1	3,001	40.5	
Total	3,029	100.0	3,407	100.0	970	100.0	7,406	100.0	8.9
<u>Other Items</u>									
Canadian	547	44.8	469	68.3	573	72.7	1,589	58.9	
American	674	55.2	218	31.7	215	27.3	1,107	41.1	
Total	1,221	100.0	687	100.0	788	100.0	2,696	100.0	3.3

100.0

1. Source Ibid. - Excludes expenditures by Commuters staying less than 24 hours in a province.

Table C 47: MAJOR AND MINOR EXPENDITURES BY TOURISTS AND DIVISION OF MINOR EXPENDITURES BY COMMODITY CATEGORIES FOR MAIN SEASON (JUNE 15 - SEPT 15), 1971 - NOVA SCOTIA <sup>1/</sup>

	C A N A D I A N S						A M E R I C A N S						C O M B I N E D	
	Absolute		Mean Trip \$		Mean Daily \$		Absolute		Mean Trip \$		Mean Daily \$		\$ 10 <sup>3</sup>	%
	\$ 10 <sup>3</sup>	%	Party	Person	Party	Person	\$ 10 <sup>3</sup>	%	Party	Person	Party	Person		
I. <u>Total Expenditures</u>														
Major Expenditures	1,003	5.9	6.59	1.44	.38	.13	172	1.2	1.82	1.52	.22	.05	1,175	3.8
Minor Expenditures	15,897	94.1	104.50	40.56	27.80	11.30	14,152	98.8	149.27	59.42	38.58	15.49	30,049	96.2
Total I	16,900	100.0	111.09	42.00	28.18	11.43	14,324	100.0	151.09	59.94	38.80	15.54	31,224	100.0
II. <u>Expenditures by Commodity Category</u>														
1. Gas & Oil	3,212		21.11	8.09	5.99	2.36	2,487		26.23	10.42	7.04	2.82	5,699	19.0
2. Auto Repairs	336		2.21	.90	.32	.13	242		2.54	1.06	.63	.25	578	1.9
Total Car 1 & 2	3,548		23.32	8.99	6.31	2.49	2,729		28.77	11.48	7.67	3.07	6,277	20.9
3. Food & Beverage Purchase	1,961		12.89	4.19	2.85	.93	1,317		13.89	4.99	2.54	.86	3,278	10.9
4. Restaurant Food & Beverage	3,627		23.84	9.96	6.50	2.70	3,434		36.22	14.67	10.10	4.08	7,061	23.5
Total Food & Beverage 3 & 4	5,588		36.73	14.15	9.35	3.63	4,751		50.11	19.66	12.64	4.94	10,339	34.4
5. Accommodation	3,666		24.10	10.97	7.08	3.15	3,998		42.18	17.40	11.13	4.61	7,664	25.5
6. Recreation & Entertainment	1,000		6.58	2.36	1.27	.53	519		5.48	2.04	1.10	.44	1,519	5.0
7. Handicrafts & Merchandise	1,548		10.18	3.95	2.44	.89	1,481		15.62	6.00	3.77	1.47	3,029	10.1
8. Other Items	547		3.59	1.58	1.73	.75	674		7.11	2.84	2.27	.96	1,221	4.1
Total II	15,897	100.0	104.50	42.00	28.18	11.44	14,152		149.27	59.42	38.58	15.49	30,049	100.0

1. Source Ibid. - Excludes Expenditures by Commuters Staying Less than 24 hours in a province.

Table C 48

MAJOR AND MINOR EXPENDITURES BY TOURISTS & DIVISION OF MINOR EXPENDITURES BY COMMODITY CLASSES FOR MAIN SEASON (JUNE 15 - SEPT. 15), 1971 - NEW BRUNSWICK <sup>1/</sup>

	<u>C A N A D I A N S</u>						<u>A M E R I C A N S</u>						<u>C O M B I N E D</u>	
	<u>Absolute</u>		<u>Mean Trip \$</u>		<u>Mean Daily \$</u>		<u>Absolute</u>		<u>Mean Trip \$</u>		<u>Mean Daily \$</u>		<u>\$ 10<sup>3</sup></u>	<u>%</u>
	<u>\$ 10<sup>3</sup></u>	<u>%</u>	<u>Party</u>	<u>Person</u>	<u>Party</u>	<u>Person</u>	<u>\$ 10<sup>3</sup></u>	<u>%</u>	<u>Party</u>	<u>Person</u>	<u>Party</u>	<u>Person</u>		
<b>I. <u>Total Expenditures</u></b>														
Major Expenditures	3,801	13.3	11.68	5.99	1.55	.75	983	6.0	3.87	2.86	.29	.20	4,784	10.7
Minor Expenditures	24,711	86.7	75.90	32.96	29.48	12.46	15,305	94.0	60.27	25.68	33.29	14.33	40,016	
<b>Total I</b>	<b>28,512</b>	<b>100.0</b>	<b>87.58</b>	<b>38.95</b>	<b>31.03</b>	<b>13.21</b>	<b>16,288</b>	<b>100.0</b>	<b>64.14</b>	<b>28.54</b>	<b>33.58</b>	<b>14.53</b>	<b>44,800</b>	<b>89.3</b>
<b>II. <u>Expenditures by Commodity Category</u></b>														
1. Gas & Oil	5,599	22.6	17.20	7.69	7.56	3.21	3,276	21.4	12.90	5.61	7.16	3.16	8,875	22.2
2. Auto Repairs	661	2.7	2.03	.85	.61	.25	356	2.3	1.40	.70	.56	.25	1,017	2.5
<b>Total Car 1 &amp; 2</b>	<b>6,260</b>	<b>25.3</b>	<b>19.23</b>	<b>8.54</b>	<b>8.17</b>	<b>3.46</b>	<b>3,632</b>	<b>23.7</b>	<b>14.30</b>	<b>6.31</b>	<b>7.72</b>	<b>3.41</b>	<b>9,892</b>	<b>24.7</b>
3. Food & Beverage	3,088	12.5	9.48	3.50	2.49	.87	1,637	10.7	6.45	2.51	2.27	.82	4,725	11.8
4. Restaurant Food & Beverage	5,266	21.3	16.18	7.57	6.89	2.96	3,517	23.0	13.85	6.02	8.11	3.55	8,783	22.0
<b>Total Food &amp; Beverage 3 &amp; 4</b>	<b>8,354</b>	<b>33.8</b>	<b>25.66</b>	<b>11.07</b>	<b>9.38</b>	<b>3.83</b>	<b>5,154</b>	<b>33.7</b>	<b>20.30</b>	<b>8.53</b>	<b>10.38</b>	<b>4.37</b>	<b>13,508</b>	<b>33.8</b>
5. Accommodation	5,365	21.7	16.48	7.36	7.80	3.45	4,191	27.4	16.50	7.06	10.56	4.57	9,556	23.9
6. Recreation & Entertainment	2,123	8.6	6.52	2.81	1.40	.62	843	5.5	3.32	1.43	1.05	.51	2,966	7.4
7. Handicrafts & Merchandise	2,140	8.7	6.57	2.55	2.14	.83	1,267	8.3	4.99	2.00	3.20	1.31	3,407	8.5
8. Other Items	469	1.9	1.44	.63	.59	.27	218	1.4	.86	.35	.38	.16	687	1.7
<b>Total II</b>	<b>24,711</b>	<b>100.0</b>	<b>75.90</b>	<b>32.96</b>	<b>29.48</b>	<b>12.46</b>	<b>15,305</b>	<b>100.0</b>	<b>60.27</b>	<b>25.68</b>	<b>33.29</b>	<b>14.33</b>	<b>40,016</b>	<b>100.0</b>

1. Source Ibid. - Excludes Expenditures by Commuters staying less than 24 hours.

Table C 49: MAJOR AND MINOR EXPENDITURES BY CANADIAN AND AMERICAN TOURISTS & DIVISION OF MINOR EXPENDITURES BY COMMODITY CLASSES FOR MAIN SEASON (JUNE 15 - SEPT. 15), 1971 <sup>1/</sup>  
P.E.I.

	C A N A D I A N S						A M E R I C A N S						C O M B I N E D		
	Absolute		Adjusted	Mean Trip \$		Mean Daily \$		Absolute		Mean Trip \$		Mean Daily \$		\$ 10 <sup>3</sup>	%
	\$ 10 <sup>3</sup>	%	\$ 10 <sup>3</sup>	Party	Person	Party	Person	\$ 10 <sup>3</sup>	%	Party	Person	Party	Person		
<b>I. Total Expenditures</b>															
Major Expenditures	313	3.3		3.60	1.34	.61	.27	25	.7	.72	.33	.14	.06	338	2.6
Minor Expenditures	9,289	96.7		107.14	40.83	30.26	11.73	3,338	99.3	94.67	36.47	34.92	13.29	12,627	97.4
Total I	9,602	100.0		110.74	42.17	30.87	12.00	3,363	100.0	95.39	36.80	35.06	13.35	12,965	100.0
<b>II. Expenditures by Commodity Category</b>															
1. Gas & Oil	1,200	12.9	1,196	13.84	5.34	4.10	1.66	447	13.4	12.69	4.93	4.65	1.80	1,643	13.0
2. Auto Repairs	201	2.1	200	2.31	1.28	.57	.32	25	.7	.72	.28	.24	.10	225	1.8
Total Car 1 & 2	1,401	15.0	1,396	16.15	6.62	4.67	1.98	472	14.1	13.41	5.21	4.89	1.90	1,868	14.8
3. Food & Beverage	1,585	17.0	1,579	18.28	6.00	3.99	1.36	524	15.7	14.85	5.07	3.97	1.31	2,103	16.6
4. Restaurant Food & Beverage	1,706	18.3	1,700	19.68	8.08	6.20	2.48	691	20.7	19.61	7.61	8.30	3.21	2,391	16.7
Total Food & Beverage 3 & 4	3,291	35.3	3,279	37.96	14.08	10.19	3.84	1,215	36.4	34.46	12.68	12.27	4.52	4,494	35.6
5. Accommodation	2,445	26.2	2,436	28.19	10.56	7.58	2.89	900	27.0	25.52	10.08	9.58	3.74	3,336	26.4
6. Recreation & Entertainment	892	9.6	888	10.28	4.02	2.68	1.02	283	8.5	8.01	3.21	2.45	.94	1,171	9.3
7. Handicrafts & Merchandise	720	7.7	717	8.30	2.99	2.60	.94	253	7.6	7.16	2.70	2.92	1.06	970	7.7
8. Other Items	575	6.2	573	6.63	2.77	2.54	1.06	215	6.4	6.11	2.59	2.81	1.13	788	6.2
Total II	9,324	100.0	9,289	107.51	41.04	30.26	11.72	3,338	100.0	94.67	36.47	34.92	13.29	12,627	100.0

1. Source Ibid. - Excludes expenditures by Commuters staying less than 24 hours in a province.

incurred in New Brunswick, 39.1% in Nova Scotia and 5.4% in Prince Edward Island. In the Main Season comparable values were: Nova Scotia - 18.6%, New Brunswick - 76.0%, Prince Edward Island - 5.4%. New Brunswick is clearly the primary recipient of major expenditures.

In the Main Season 81.3% of the major expenditures within the Maritime Provinces were incurred by Canadians. The ratio was highest in Prince Edward Island - 92.6%, and lowest in New Brunswick - 79.5%. The value for Nova Scotia - 85.4% was mid-way between these limits. Americans incurred 18.2% of the major expenditures within the Maritime Provinces, with the values for individual provinces being: New Brunswick - 20.5%, Nova Scotia - 14.5%, and Prince Edward Island - 7.4%.

The high percentage value for major expenditures in New Brunswick may be primarily a reflection of investment in cottage properties by residents of Maine and Quebec along the western and northern boundaries of the province.

(ii) Percentage values for the distribution of minor expenses by main commodity categories generally do not differ substantially during the Entire and Main Seasons. The following discussion is, therefore, limited to patterns associated with the latter season. Any significant differences occurring in the Entire Season are noted.

Food and beverage purchases including those incurred in retail store, restaurants and bars combined ranked first, accounting for 34.3% of the outlay by exiting parties in the Maritime Provinces as a whole. Corresponding values for the individual provinces were markedly similar: Nova Scotia - 34.4%, New Brunswick - 33.8%, Prince Edward Island - 35.6%.

Meal and beverage purchases in bars and restaurants accounted for 22.0% of expenditures made within the Maritime Provinces. Similar values for Nova Scotia and New Brunswick

approximated the regional value - 23.4% and 21.9% respectively. The value of 18.9% for Prince Edward Island was noticeably lower.

About 64% of food and beverage purchases in the Maritime Provinces were incurred in restaurants and bars. Corresponding values for Nova Scotia and New Brunswick were 68.3% and 65.0% respectively. In Prince Edward Island the value was only 53%.

The purchase of accommodation is the second ranking commodity expenditure on a regional or provincial basis, and the first ranking if a division is made between food and beverage expenditures in retail stores and those incurred in restaurants and bars. In the Maritime Provinces as a whole, 24.9% of the expenditures is related to accommodation purchase. The value was highest in Prince Edward Island - 26.4%, and lowest in New Brunswick - 23.9%; and Nova Scotia lay mid-way between - 25.5%.

Automobile expenditures clearly ranked third, accounting for 21.8% of the total outlay in the Maritime Provinces. The percentage value was highest in New Brunswick - 42.7%, the lowest in Prince Edward Island - 14.8%; and Nova Scotia was 20.9%.

On a regional basis expenditures for handicrafts ranked fifth being 8.9%. This ranking was maintained in Nova Scotia and New Brunswick, with percentage values being 10.1% and 8.5% respectively. In Prince Edward Island, handicrafts ranked sixth, accounting for 7.7% of all expenditures.

Recreation and entertainment ranked sixth on a maritime regional basis, accounting for 6.8% of all expenditures. This ranking was repeated in Nova Scotia and New Brunswick with the percentage values being 5.0 and 7.4 respectively. In Prince Edward Island, it is noted that expenditures of this type ranked third - 9.3%.

The general category "Other Items" ranked sixth on both a regional and provincial basis, with values ranging from a low of 1.7% in New Brunswick to a high of 6.2% in Prince Edward Island. The corresponding regional value was 3.3%.

(iii) Canadians accounted for 60.3% of the minor expenditures within the Maritime Provinces. Their proportionate share was highest in Prince Edward Island - 73.6%, and lowest in Nova Scotia - 52.9%. The value for New Brunswick - 61.8% approximated the regional percentage.

The values for the Canadian proportion of minor expenditures by commodity category are fairly close to that for combined expenditures, previously noted. The Canadian proportion for recreation and entertainment expenditures, namely 70.9%, and that for food and beverage purchases in retail outlets 65.6%, are noticeably higher than those for other categories.

#### 10. Measures of the Economic Impact of Tourist and Recreation Expenditures -

Tables C-50 & C-51

##### (a) Initial Comment

The data presented in Tables C-50 & C-51 have been derived from the application of tourist and recreation expenditures revealed in the Exit Survey of 1971 to the input-output tables of the three Maritime Provinces.

The source documents are clearly indicated in the footnote references to the tables. Calculations for the Entire Season include the effects of expenditures by all parties. Expenditures by commuters are not embodied in calculations for the Main Season.

##### (b) Salient Features and Their Implications

(i) Total household income, including direct income together



DIRECT AND TOTAL HOUSEHOLD INCOME FROM TOURIST & RECREATION EXPENDITURES IN THE MARITIME PROVINCES IN 1971.  
EXCLUSIVE OF GOVERNMENT REVENUE CREATED & ITS EFFECTS

	<u>NOVA SCOTIA</u> <sup>7/</sup>			<u>NEW BRUNSWICK</u> <sup>8/</sup>			<u>PRINCE EDWARD ISLAND</u> <sup>9/</sup>			<u>MARITIME PROVINCES</u>		
	<u>\$(000)</u>	<u>%</u>	<u>%</u>	<u>\$(000)</u>	<u>%</u>	<u>%</u>	<u>\$(000)</u>	<u>%</u>	<u>%</u>	<u>\$(000)</u>	<u>%</u>	<u>%</u>
<b>A. For Entire Season May 15-Oct. 31</b>												
Consumer Expenditure at FDP <sup>1/</sup>	45,664	40		53,022	46		15,575	14		114,261	100	
Household Income Created <sup>2/</sup>												
1. Direct Income <sup>3/</sup>	22,543	38	47	28,563	49	43	7,675	13	49	58,781	100	45
2. Indirect & Induced Income <sup>4/</sup>	25,443	36	53	37,863	53	57	7,923	11	51	71,229	100	55
Total Income	47,986	37	100	66,426	51	100	15,598	12	100	130,010	100	100
Direct Household Income Multiplier <sup>5/</sup>	2.129						2.03					
Income Created Co-efficient of Expenditure <sup>6/</sup>	1.0509						1.001					
<b>B. For Main Summer Season June 15-Sept 15</b>												
Consumer Expenditure at FDP <sup>1/</sup>	31,224	35		44,300	50		12,965	15		88,489	100	
Household Income Created <sup>2/</sup>												
1. Direct Income <sup>3/</sup>	15,422	34	47	23,700	52	43	6,359	14	49	45,481	100	45
2. Indirect & Induced Income <sup>4/</sup>	17,391	31	53	31,800	57	57	6,619	12	51	55,810	100	55
Total Income	32,813	32	100	55,500	55	100	12,978	13	100	101,291	100	100
Direct Household Income Multiplier <sup>5/</sup>				2.34								
Income Created Co-efficient of Expenditure <sup>6/</sup>				1.2525								

- <sup>1/</sup> FDP refers to final demand point where goods and services are purchased by the tourists and recreationists. Dollar values shown were obtained from 1971 Exit Survey of the Maritime Provinces and include minor or daily routine expenditures and major expenditures for the acquisition of capital goods, such as land and buildings.
- <sup>2/</sup> Household income can be considered synonymous with the term Personal Income.
- <sup>3/</sup> Direct Income includes salaries, wages, tips, profits and rents accruing to the suppliers of goods and services at final demand point.
- <sup>4/</sup> Includes the respending effects of direct income plus the income effects created by the purchase of finished goods and services used in the production process at final demand point, that is the indirect income effects, and its respending.
- <sup>5/</sup> The direct household income multiplier when multiplied by direct household income created at final demand point yields total household income created.
- <sup>6/</sup> The income created co-efficient of expenditures when multiplied by total consumer expenditure at final demand point yields total household income created.
- <sup>7/</sup> Data for the entire season that includes the effect of all visitor and expenditures including those by commuters from April 15th to Oct. 31st, was taken directly from 1971 Non-Resident Tourist Expenditures Impact prepared for the Nova Scotia Department of Tourism by the Economics & Statistics Branch of the Department of Development, Nova Scotia, Aug. 8, 1972 (confidential). Values shown for the main or high season (June 15 - Sept. 15) were obtained by applying the income created co-efficient for the entire season to total consumer expenditure for the entire season as shown in the computer printouts and distributing the result between direct and indirect plus total induced household income proportional to the pattern shown for the entire season. Any error involved in this procedure is probably minimal.
- <sup>8/</sup> Data for the main or high season obtained from a letter report by N. Campbell to Resource & Planning Section, Department of Tourism, New Brunswick, Aug. 10, 1972. In this case the values for the entire season were obtained using the income created co-efficient of expenditures in a manner similar to that described under footnote <sup>7/</sup>
- <sup>9/</sup> Data for the entire season obtained from N. Campbell to Department of Development, Province of Prince Edward Island, dated Aug. 21, 1972. Values for the main or high season were derived in a manner similar to that outlined under footnote <sup>7/</sup>

Table C 51

GOVERNMENT REVENUE CREATED BY TOURIST SPENDING IN THE MARITIME PROVINCES IN 1971 <sup>1/</sup>

	NOVA SCOTIA <sup>7/</sup>			NEW BRUNSWICK <sup>8/</sup>			PRINCE EDWARD ISLAND <sup>9/</sup>				COMBINED	
	\$(000)	%	%	\$(000)	%	% Multiplier <sup>6/</sup>	\$(000)	%	%	Multiplier <sup>6/</sup>	\$(000)	%
A. ENTIRE SUMMER SEASON APRIL 15 TO OCT. 31												
Consumer Expenditure at FDP	45664	40		53022	46		15575	14			114261	100
Municipal Gov't. Revenue												
Direct <sup>2/</sup>				1029		29	160		27			
Total Impact <sup>3/</sup>	3152	36	19	4073	57	22	625	7	15		8684	100
Provincial Gov't Revenue <sup>4/</sup>												
Direct <sup>2/</sup>				1231		49	377		65			
Total Impact	5001	34	31	6364	53	35	1852	13	44		14513	100
Federal Gov't Revenue <sup>5/</sup>												
Direct <sup>2/</sup>				786		22	44		8			
Total Impact	8190	42	50	7945	49	43	1734	9	41		19433	100
Revenue to all Gov'ts												
Direct <sup>2/</sup>				4242		100	581		100			
Total Impact <sup>3/</sup>	16343	38	100	22076	52	100	4211	10	100		42630	100
B. IN MAIN SUMMER SEASON JUNE 15 - SEPT. 15												
Consumer Expenditure at FDP	31224	40		44300	50		12965	15			84489	100
Municipal Gov't Revenue												
Direct <sup>2/</sup>				1027		29	135		27	3.91		
Total Impact <sup>3/</sup>	2155	32		4100	60	22	520	8	15		6775	100
Provincial Gov't Revenue <sup>4/</sup>												
Direct <sup>2/</sup>				1731		49	308		65	4.91		
Total Impact	3419	30		6400	56	35	1542	14	44		11361	100
Federal Gov't Revenue <sup>5/</sup>												
Direct <sup>2/</sup>				786		22	43		8			
Total Impact <sup>3/</sup>	5600	37		7945	53	43	1443	10	4		14988	100
Revenue to all Gov'ts												
Direct <sup>2/</sup>				3544		100	486		100			
Total Impact <sup>3/</sup>	11174	34		18445	56	100	3505	10	100		33124	100

(footnotes on following page)

with indirect and induced income, resulting from tourist and recreation expenditures in the Maritime Provinces during the Entire Season was about \$130 million. New Brunswick received 51%, Nova Scotia - 37%, and Prince Edward Island - 12%.

During the Main Season total household income for the Maritime Provinces was approximately \$101.3 million. New Brunswick accounted for 55%, Nova Scotia - 32%, and Prince Edward Island - 13%.

The extremely modest Income Created Co-efficients of Expenditure are a reflection of extensive leakage in the provincial economies. These values would be substantially higher for Ontario or Canada as a whole.

(ii) The total impact of revenues to government created by tourist spending in the Maritime Provinces during the Entire Season was about \$42.6 million. New Brunswick accounted for 52%, Nova Scotia - 38%, and Prince Edward Island - 10%.

During the Main Season the total impact of the government revenues was in the order of \$33.1 million. New Brunswick accounted for 56% of the impact, Nova Scotia - 34%, and Prince Edward Island - 10%.

The total impact of government revenue created by spending in the Maritime Provinces was divided among various levels of government as follows: Municipal - 20.3%, Provincial - 34.1%, Federal - 45.6%. In Prince Edward Island, about 27% of the direct revenue accrued to municipal government, 65% provincial, and 8% federal. In New Brunswick 29% of the direct revenues accrued to municipalities, 49% to the province, and 22% to the federal government. Values for Nova Scotia were probably similar to those for New Brunswick.

11. Travel and Expenditure Patterns by Residents of the Maritime Provinces to Destinations within Provincial Boundaries 1966 to 1971 - Tables C-52 & C-53

(a) Initial Comment

The tables presented in this section of the report are based primarily upon a manipulation of data for 1966 contained in a report to the former Atlantic Development Board dealing with tourist and recreational development in Nova Scotia, New Brunswick and Newfoundland. All of the limitations associated with this report are reflected in varying degrees in Tables C-52 and C-53. Moreover, value judgements have been made in the preparation of estimates for 1971 that are undeniably open to question. The results, therefore, must be considered as general approximations.

It is important to note that the data presented in Tables C-52 and C-53 are for a full twelve-month calendar period. Previous tables, based upon the Auto Exit Survey of 1971, cover only the summer portion of the year.

(b) Salient Features and Their Implications

(i) Considering all purposes of travel, there are approximately 2.8 million party trips undertaken by residents of the Maritime Provinces to destinations within provincial boundaries. Of these trips, Nova Scotia accounted for 54%, New Brunswick - 38%, and Prince Edward Island - 8%. The markedly lower value for New Brunswick compared with Nova Scotia can be attributed in some degree to the attractiveness of Maine, and possibly to some extent Quebec, in the travel patterns of its residents.

Considering the Maritime Provinces as a region

Table C 52

TRAVEL AND EXPENDITURES PATTERNS BY RESIDENTS OF THE MARITIME PROVINCES TO DESTINATIONS WITHIN PROVINCIAL BOUNDARIES 1966 - 1971 <sup>1/</sup>

	Nova Scotia				New Brunswick				Prince Edward Island				Maritime Provinces			
	1966 (000)	1971 (000)	1966 %	1971 %	1966 (000)	1971 (000)	1966 %	1971 %	1966 (000)	1971 (000)	1966 %	1971 %	1966 (000)	1971 (000)	1966 %	1971 %
<b>A Party Trips 2)</b>																
<b>1. All Purposes of Travel</b>																
On Day Trips	961.2	1076.5	52		748.3	838.1	40		141.5	158.5	8		1851.0	2073.1	100	
On Overnight Trips	333.1	373.1	58		193.2	216.4	33		50.5	56.6	9		576.8	646.1	100	
On Extended Trips	56.4	63.2	60		28.6	32.0	31		8.4	9.4	9		93.4	104.6	100	
<b>2. Tourist Recreation Travel</b>																
On Day Trips	793.6	888.8	53		573.3	642.1	39		116.4	130.4	8		1483.3	1661.3	100	
On Overnight Trips	258.8	290.0	54		174.6	195.4	36		45.5	50.9	10		478.9	536.3	100	
On Extended Trips	52.8	59.1	60		27.5	80.8	31		7.8	8.7	9		88.1	148.6	100	
<b>B Expenditures 3)</b>																
<b>1. All Purposes of Travel</b>																
On Day Trips	582.5	782.6	22	42	795.4	979.7	37	52	84.9	114.1	30	6	1462.8	1876.4	28	100
On Overnight Trips	999.3	1343.2	37	55	699.6	940.3	36	39	126.2	152.8	40	6	1825.1	2436.3	37	100
On Extended Trips	1105.4	1485.2	41	64	537.7	723.2	27	31	84.0	112.8	34	5	1727.1	2321.2	35	100
Total	2687.2	3611.0	100	54	2032.7	2643.2	100	40	295.1	379.7	100	6	5015.0	6633.9	100	100
<b>2. Tourist Recreation Travel</b>																
On Day Trips	480.9	646.1	21	43	609.4	750.6	34	51	69.8	93.8	28	6	1160.1	1490.5	26	100
On Overnight Trips	776.4	1044.0	34	54	632.2	758.6	34	39	113.7	137.4	34	7	1522.3	1940.0	35	100
On Extended Trips	1034.9	1388.8	45	63	517.0	696.1	32	32	78.0	104.4	32	5	1629.9	2189.3	39	100
Total	2292.2	3078.9	100	55	1758.6	2205.3	100	39	261.5	335.6	100	6	4312.3	5619.8	100	100
<b>C Party Nights 4)</b>																
<b>1. All Purposes of Travel</b>																
On Overnight Trips	546.9	612.5	40	54	387.0	433.4	54	38	82.9	92.8	42	8	1016.8	1138.7	45	100
On Extended Trips	821.0	919.5	60	65	327.0	366.2	46	26	114.0	127.7	58	9	1262.0	1413.4	55	100
Total	1367.9	1532.0	100	60	714.0	799.6	100	31	196.9	220.5	100	9	2278.8	2552.1	100	100
<b>2. Tourist Recreation Travel</b>																
On Overnight Trips	424.9	475.9	36	50	349.5	391.4	53	41	74.6	83.5	52	9	849.0	950.8	42	100
On Extended Trips	768.5	860.1	64	67	313.6	351.2	47	27	68.4	76.6	48	6	1150.5	1287.9	58	100
Total	1193.4	1336.0	100	60	663.1	742.6	100	33	143.0	160.1	100	7	1999.5	2238.7	100	100

(footnotes on following page)

Table C 53

ESTIMATED COMMERCIAL ACCOMMODATION USAGE BY RESIDENTS OF THE MARITIME PROVINCE IN ESTABLISHMENTS WITHIN THEIR OWN PROVINCE 1966 - 1971 <sup>1/</sup>

	Nova Scotia				New Brunswick				Prince Edward Island				Maritime Provinces			
	1966 (000)	(000)	1971 %	%	1966 (000)	(000)	1971 %	%	1966 (000)	(000)	1971 %	%	1966 (000)	(000)	1971 %	%
<b>A. <u>Party Nights Spent in Commercial Accommodation</u></b>																
<b>1. <u>All Purposes of Travel</u></b>																
On Overnight Trips 2)	117.6	131.7	35	58	78.2	87.5	56	38	8.3	9.3	42	4	204.1	228.5	41	100
On Extended Trips 3)	218.3	244.6	65	75	60.5	67.7	44	21	11.4	12.8	58	4	290.2	325.1	59	100
Total	335.9	376.3	100	68	138.7	155.2	100	28	19.7	22.1	100	4	494.3	553.6	100	100
<b>2. <u>Tourists Recreation Travel</u></b>																
On Overnight Trips 2)	91.3	102.3	31	54	70.6	79.1	55	42	7.5	8.3	52	4	169.4	189.7	39	100
On Extended Trips 3)	204.4	228.8	69	76	58.0	65.0	45	22	6.8	7.7	48	2	269.2	301.5	61	100
Total	295.7	331.1	100	67	128.6	144.1	100	30	14.3	16.0	100	3	438.6	491.2	100	100
<b>B. <u>Expenditures in Commercial Accommodation</u></b>																
<b>1. <u>All Purposes of Travel</u></b>																
On Overnight Trips 4)	185.9	249.8	42	59	118.9	159.8	54	38	10.1	12.2	57	3	314.9	421.8	46	100
On Extended Trips 5)	257.5	346.0	58	70	99.5	137.9	46	28	6.7	9.0	43	2	363.7	492.9	54	100
Total	443.4	595.8	100	65	218.4	297.7	100	33	16.8	21.2	100	2	678.6	914.7	100	100
<b>2. <u>Tourists Recreation Travel</u></b>																
On Overnight Trips 4)	144.4	194.2	37	58	107.5	129.0	50	39	9.1	11.0	57	3	261.0	334.2	42	100
On Extended Trips 5)	241.1	323.6	63	70	95.6	128.8	50	28	6.2	8.3	43	2	342.9	460.7	58	100
Total	385.5	517.8	100	65	203.1	257.8	100	33	15.3	19.3	100	2	603.9	794.9	100	100

<sup>1/</sup> Based upon a manipulation of data on Table C 52 using values derived from tables in the source study indicated in footnote 1 of Table C 52.

<sup>2/</sup> Party Nights in hotels, motels, tourist homes and rental cabins derived by applying the following values to party nights shown in Table C 52, N.S.--21.5%, N.B.--20.2%, P.E.I.--10% (estimated).

<sup>3/</sup> Party Nights, hotels, motels, tourist homes and rental cabins derived by applying the following values to party nights shown in Table C 52, N.S.--26.6%, N.B.--18.5%, P.E.I.--10% (estimated).

<sup>4/</sup> Derived by applying the following values to expenditures shown in Table C 52, N.S.--18.6%, N.B.--17%, P.E.I.--8% (estimated).

<sup>5/</sup> Derived by applying the following values to expenditures shown in Table C 52, N.S.--23.3%, N.B.--18.5%, P.E.I.--8% (estimated).

73% of the trips <sup>were</sup> of a day, 23% of an overnight and 4% of an extended type. Corresponding values for Nova Scotia and Prince Edward Island were: day trips - 71%, overnight - 25%, and extended - 4%. In New Brunswick, the value for day trips is somewhat higher (77%), overnight trips (20%), and extended trips (3%) somewhat lower.

The percentage division of the day, overnight and extended trips by provinces is shown in Table C-52.

(ii) Party trips of a tourist and recreation type undertaken by residents of the Maritime Provinces in 1971 to destinations within provincial boundaries totalled just under 2.4 million, which was 83% of all similar trips irrespective of purpose. About 71% were day, 23% overnight and 6% extended trips.

Nova Scotia accounted for about 1.2 million tourist and recreation trips of all lengths, or 53% of the regional total, New Brunswick - .9 million or 39%, and Prince Edward Island - .2 million or 8%.

In Nova Scotia, tourist and recreational trips represented 82% of the total trips for all purposes. Corresponding values for New Brunswick and Prince Edward Island were 84 and 85 percent respectively.

The division of tourist and recreational trips by time away from home in Nova Scotia were: day - 72%, overnight - 23%, and extended - 5%. Similar values for New Brunswick were: day - 70%, overnight - 21%, and extended - 9%, and for Prince Edward Island: day - 69%, overnight - 27% and extended - 4%.

(iii) Considering all purposes of travel and trips of all lengths, expenditures by residents of the Maritime Provinces within provincial boundaries in 1971 totalled about \$66.3 million. Nova Scotia was the recipient of 54%, New Brunswick of 40%, and Prince Edward Island of 6%.

On the basis of data contained in the source document relative to the seasonal division of tripping, it would appear that as much as 85% of the expenditure listed in Table C-52 occurred during a time period that was roughly equivalent to that encompassed by the Exit Survey of 1971. On this basis, it would appear that resident expenditures in the maritime region were about 55% of all minor expenditures generated by interprovincial travel and visitation from extra-regional market areas. The corresponding value in Nova Scotia is particularly high, being 75%. Values for New Brunswick - 48%, and Prince Edward Island - 22% were noticeably lower.

While the foregoing calculations are admittedly crude, they nevertheless suggest that resident-travel and expenditure are of consequence within a regional context, and particularly in Nova Scotia. Facility development and the general promotion of resident-travel is of major importance in tourist and recreation planning. This is one of the major implications of statistics presented in Table C-52.

(iv) Tourist and recreational travel accounted for about \$56.2 million of expenditures within the Maritime Provinces. The proportionate division among the provinces was as follows: Nova Scotia - 55%, New Brunswick - 39%, and Prince Edward Island - 6%.

In the Maritime Provinces as a whole about 26% of the expenditures was associated with day, 35% with overnight



and 39% with extended trips. There is a distinct possibility that expenditures on extended trips have been somewhat over-estimated since average values per party trip, that included foreign travel, were used.

If it is again assumed that 85% of the expenditures occurred in the time period corresponding with the Entire Season of the 1971 Exit Survey, then resident expenditures in the maritime region on tourist and recreational travel were about 69% of those associated with inter-provincial travel and visitation from extra-regional areas. Similar values for each of the provinces were: Nova Scotia - 92%, New Brunswick - 65%, and Prince Edward Island - 26%. Making due allowance for the crudeness of the estimates, it nevertheless becomes clear that resident expenditure for tourist and recreational travel is of major significance in the total economy of the maritime region, and particularly Nova Scotia.

(v) Considering all purposes of travel and overnight and extended trips in combination, residents of the Maritime Provinces spent about 553,600 party-nights in commercial accommodation in the maritime region. Proportionate shares of each of the provinces were: Nova Scotia - 68%, New Brunswick - 28%, and Prince Edward Island - 4%.

Approximately 491,200 party-nights were spent in commercial accommodation in the Maritime Provinces in 1971 as a result of tourist and recreational travel. This was about 88.7% of that associated with all purposes of travel. The proportionate division for the provinces was as follows: Nova Scotia - 67%, New Brunswick - 30%, and Prince Edward Island - 3%.

(vi) Considering all purposes of travel and overnight and extended trips in combination, residents of the Maritime Provinces spent about \$9.1 million in commercial accommodation within the maritime region. The proportionate share among the provinces was as follows: Nova Scotia - 65%, New Brunswick - 33%, Prince Edward Island - 2%.

If it is again assumed that 85% of the expenditure listed in Table C-53 occurred in the period corresponding to the Entire Season of the 1971 Exit Survey, then resident expenditures at commercial facilities in the Maritime Provinces as a whole, resulting from internal travel were about 32% of those stemming from interprovincial travel and extra-regional visitation. Corresponding values for the provinces were: Nova Scotia - 47%, New Brunswick - 26%, Prince Edward Island - 5%. Giving due allowance to the crudeness of the estimates, it is again evident that resident expenditures are of considerable significance in Nova Scotia, and of consequence in New Brunswick.

\* \* \* \* \*



