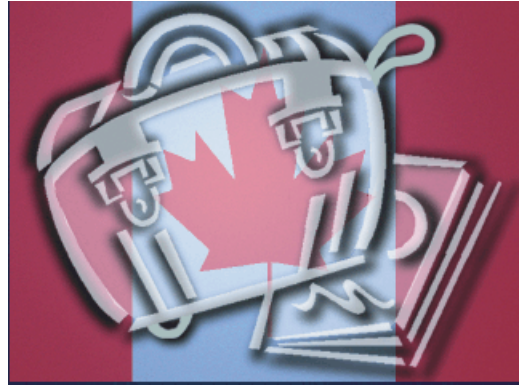




Catalogue no. 87-212-XIE

Canadian Travel Survey

Domestic Travel, 1997



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Canadian Travel Survey

Domestic Travel, 1997

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This publication was prepared under the direction of:

Scott Murray, Director, Culture, Tourism and the Centre for Education Statistics

Paul McPhie, Assistant Director, Culture and Tourism

François Gendron, Chief, Tourism Statistics Program

Élaine Fournier, Analyst, Tourism Statistics Program

Laurie McDougall, Analyst, Tourism Statistics Program

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TABLE OF CONTENTS

	PAGE
HIGHLIGHTS	5
CHAPTER 1: Introduction	6
Background	6
Organisation and Content of this Publication	7
Brief History of the Canadian Travel Survey	7
Canadian Travel Survey Products and Availability	8
CHAPTER 2: Economic Situation and Recent Trends of Domestic Travel	9
The Economic Situation in 1997	9
Recent Trends in Domestic Travel	10
CHAPTER 3: Domestic Travel in 1997	13
Summary for 1997	13
Same-Day Trips	17
Overnight Trips	18
Trip Characteristics	19
Purpose	19
Mode of Transportation	20
Accommodation	21
Participation in Activities	22
Seasonality	24
Duration	25
Expenditures	25
Characteristics of Travellers	26
Age	26
Educational Attainment	26
Income	26
Size and Composition of Travel Groups	28
CHAPTER 4: Travel Profiles	29
Retirees who Travel: How do they Compare to Other Travellers?	29
What are the Ten Most Visited Tourism Regions in Canada?	40
CHAPTER 5: Statistical Tables Series	61
APPENDIX	76
Methodology	76
Sampling Variability	78
Changes to the Canadian Travel Survey	78
Concepts and Definitions	79
Questionnaire	84

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HIGHLIGHTS

- Tourism in Canada is dominated by Canadian travellers. In 1997, close to three out of five Canadians travelled in Canada, one in five crossed the Canada-U.S. border and fewer than one in ten travelled abroad.
- Canadians reported 128 million domestic trips in 1997, of which 62 million were same-day trips and 66 million were overnight trips. They spent more than \$16 billion on these trips.
- The majority of provinces greatly benefited from travel by their own residents. In 1997, Canadians travelled to destinations in their own provinces on eight out of ten overnight domestic trips.
- Retired Canadians declared having taken 7.3 million domestic trips in 1997 and they spent \$1.3 billion in Canada. This represents 15% of all trips and expenditures. Retirees spend as much as non-retirees on their overnight trips, or an average of \$177.
- Retired Canadians travel primarily to visit friends and relatives (VFR); these trips represented close to four million trips of one night or more in 1997. They spent 37 million nights away from home, of which 22 million were in the homes of friends or relatives.
- In 1997, Canadians made 50 million visits while on pleasure trips. Almost half of those visits were made in ten tourism regions. In all, Canadians spent \$4.9 billion on pleasure trips, including \$2.2 billion in the ten most visited tourism regions.
- Six of the most visited tourism regions in Canada are located in Ontario, with the top-ranking five recording over two million visits by Canadians. The other four most visited tourism regions in Canada are located in three other provinces: British Columbia, Quebec and Alberta.

CHAPTER 1

INTRODUCTION

Background

In 1997, tourism in Canada was worth a whopping \$44,0 billion¹, of which tourism domestic demand accounted for \$31.3 billion or 71% of the total. Tourism in Canada was also responsible for generating more than half a million direct person-years of employment in 1997. Tourism trends are constantly changing in response to social and economic conditions and consumer preferences.

Throughout 1997, Statistics Canada interviewed just over 300,000 Canadians about their trips, about themselves and their households. This publication presents a summary of the responses to the 1997 Canadian Travel Survey (CTS). The CTS provides a yardstick for identifying who is travelling, the types of trips they are taking and how much they are spending. These findings may prove useful to tourism industry decision makers in business and government concerning how to market Canada to Canadians, which tourism products to develop, and so forth. The CTS results are also used in calculating Canada's Tourism Satellite Account, the National Tourism Indicators and for producing tourism economic impact models.

This Publication has Changed

More and more we hear users saying that they need more relevant and timely tourism and travel information for use in decision making. Users want the information in an easy-to-read format that provides overviews, trends and marketing implications. In an attempt to respond to these needs, this edition of the CTS publication, just like the 1996 publication, provides readers with more analysis and marketing relevant information.

¹ *National Tourism Indicators, System of National Accounts, Statistics Canada. All figures are in current dollars unless otherwise stated.*

Organisation and Content of this Publication

Chapter 1 provides background information on the Canadian Travel Survey, including the history of the survey and the products available. Chapter 2 presents an overview of economic conditions at the national level in 1997 and a description of recent trends of domestic travel. A summary of 1997 domestic travellers and trip characteristics is discussed in Chapter 3. Chapter 4 includes two in-depth analyses showing analytical potential of the CTS data. The first describes characteristics of retired travellers and the types of trips that they take. The second presents the ten most visited tourism regions in Canada in 1997. Several statistical tables highlighting domestic travel and spending by province and census metropolitan area are included in Chapter 5.

Brief History of the Canadian Travel Survey

The Canadian Travel Survey (CTS), which is conducted as a supplement to Statistics Canada's *Labour Force Survey (LFS)*, was first conducted in 1979 and, beginning in 1980, has been conducted every two years up to 1996. In 1997, the survey became annual. The CTS was developed to measure the volume, characteristics and spending of domestic travel, which is defined as same-day or overnight travel to Canadian destinations with a one-way distance of 80 kilometres or more from home. The survey also collects information on all overnight trips, regardless of the distance; however, only those trips with a minimum distance of 80 km are included in this publication.

From 1980 to the first quarter of 1992, the survey had been conducted on a quarterly basis, that is the respondents were contacted at the end of the three-month period and were asked to recall all trips ending in that period. Because it was hard to remember all the trips taken over such a long period, starting in the second quarter of 1992, the reference period was shortened to a month. The same respondent was contacted every month in that three-month period. To further improve the data quality, in 1994 the collection method was changed again to have a new sample of respondents every month. This method was also used in 1996 and 1997. However, the improvement in the collection method represents a break in the series. The 1992 and 1994 data are not comparable to data collected since 1996. In 1996, no *major* methodological changes were made to the survey but a number of smaller changes, however, were introduced. For example, 1996 was the first year that the CTS was conducted using *Computer-Assisted Interviewing (CAI)* technology.

In 1997, the implementation of the Project to Improve Provincial Economic Statistics (PIPES), resulted in new requirements for the CTS, namely the collection of annual data and more data on interprovincial trips. Except for the sample size, no changes were made to the survey. The 1997 Survey contained some screening questions not included in the 1996 version, so users may wish to take this difference into consideration when comparing the two.

Canadian Travel Survey Products and Availability

There are a number of products available from the CTS depending on your specific needs. These products and services include:

- **CTS Micro-data File on CD-ROM** - The CTS data base, which includes files pertaining to trips, visits, nights and expenditures, has been put on CD-ROM. For extracting tables, Beyond 20/20, a user-friendly data retrieval program, is also included.
- **Travel Profiles** - These profiles can focus on a specific geographic market, a demographic segment, an activity group, etc. The user decides which population of the survey best suits his or her research needs. Each profile contains more than 30 trip and traveller characteristics collected by the survey. The profiles are available in a machine-readable format (e.g., Microsoft Excel, Lotus 123) on a diskette or on paper.
- **Other Special Customized Tabulations** - These tabulations can be customized to a user's requirements. Each request is priced on a cost recovery basis.

Information on the above CTS products and services can be requested by contacting:

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Tourism Statistics Program
Culture, Tourism and the Centre for Education Statistics
Statistics Canada
3-K, R.H. Coats Building
Tunney's Pasture
Ottawa, Ontario, Canada
K1A 0T6
Tel: (613)951-6321
Fax: (613)951-2909

CHAPTER 2

ECONOMIC SITUATION AND RECENT TRENDS IN DOMESTIC TOURISM

The Economic Situation in 1997

In 1997, the economic situation in Canada was better than in previous years. The Gross Domestic Product (GDP) increased by 4% (in constant 1992 prices) compared to 1996. The unemployment rate, at 9%, was at its lowest level since 1991. Low interest and inflation rates contributed to increased business and consumer confidence. Moreover, the decline in mortgage rates, the lowest in a generation, stimulated new housing sales. Consumer spending recorded the highest growth of the nineties, due especially to purchases of durable consumer goods. Expenditures for goods such as furniture, electrical household appliances, electronic goods and automobiles rose by 12%, while spending on semi-durable goods, non-durable goods and services increased by 4% or less.

Text Table 2.1
Key Economic Indicators, 1996 and 1997

Economic Indicators	1996	1997	% change
GDP (\$000,000 at 1992 prices)	777,167	806,737	4
Average Personal Disposable Income (1992 constant \$)	17,517	17,655	1
Personal Expenditure			
Durable Goods (\$000,000 at 1992 prices)	55,205	61,926	12
Semi-durable Goods (\$000,000 at 1992 prices)	42,661	44,485	4
Non-durable Goods (\$000,000 at 1992 prices)	116,948	118,644	1
Services (\$000,000 at 1992 prices)	238,316	246,470	3
Personal Savings Rate (%)	5	2	-64
Unemployment Rate (%)	10	9	-5
Consumer Price Index (1992=100)	106	108	2
Travel Price Index (1986=100)	146	151	4
Consumer Confidence Index (1991=100)	101	115	14
Business Confidence Index (1991=100)	147	162	10
Travel Intentions	60	56	-7

Source: Statistics Canada; Conference Board of Canada.

At the same time, the average disposable income of Canadians remained stable between 1996 and 1997 at \$17,655 (in constant 1992 dollars). Given the stagnation of disposable income, and increases in income tax and in consumer expenditures, the savings rate of Canadians dropped from 5% in 1996 to 2% in 1997.

Recent Trends in Domestic Travel

Despite the economic improvements, Canadians took fewer domestic trips in Canada in 1997 compared to 1996 although expenditures remained stable. The decrease in the number of trips coincided with a 4% increase in the average price of trips, an increased demand by households for durable consumer goods and an increase in investments in real estate. At the same time, the disposable income of households remained the same so cash-strapped consumers dipped into their savings. Increased consumer confidence in the economy and low interest rates persuaded many Canadians it was now a good time to make major purchases such as homes, cars or other large household items. On the other hand, as travel is a discretionary expense, Canadians may have postponed their plans to take a trip, perhaps waiting until after paying down some debts or rebuilding their savings.

Decrease in the number of trips between 1996 and 1997

Between 1996 and 1997, the number of trips taken by Canadians in Canada dropped by 7%. The largest decrease was in intraprovincial trips (-8%), while interprovincial trips remained steady between 1996 and 1997. The decrease in intraprovincial trips was especially large (-21%) in the winter quarter of 1997 compared to that of the previous year. Automobile trips were affected the most. There were 28 million automobile travellers in the winter quarter of 1996 but, the following year this number dropped to only 22 million (-22%). Given that approximately 90% of domestic travellers use cars, the decrease in the volume of automobile trips explains to a large degree the total drop in domestic trips in this quarter.

Text Table 2.2
Travel Trends between 1996 and 1997

		1996	1997	% change
Expenditures	\$000,000	16,458	16,469	0
Person-trips	000	137,524	128,177	-7
Intraprovincial	000	121,209	111,805	-8
Interprovincial	000	16,315	16,372	0
Overnight trips	000	71,585	66,107	-8
Same-day trips	000	65,939	62,914	-5
Person-nights	000	231,200	221,412	-4
Average duration per trip	nights	1.7	1.7	0
Average spending by person by trip	\$	120	128	7
Average one-way distance per trip	km	285	294	3

The spring and summer quarters also saw drops in the number of trips compared to 1996 but they were less significant (8% and 5% respectively). Again, the volume of automobile trips decreased the most during these periods. Unlike the winter quarter when trips to visit friends and relatives dropped by 24 % between 1996 and 1997, during the spring and summer months, pleasure trips were the most affected, down by 14 % and 8 % respectively. This decrease, however, was offset by a 13% rise in pleasure travel in the last quarter.

Canadians went back to travelling in the fall quarter

The warm fall weather and early accumulations of snow possibly contributed to the increase in the number of trips towards the end of 1997. The Eastern region of the country saw pleasure travel expand 25% during the fall quarter compared to a year earlier. In Quebec, more than half a million travellers participated in winter activities such as skiing or snowmobiling in the last quarter compared to fewer than 350,000 the previous year. Alberta also attracted travellers as pleasure trips increased by 27% during the fourth quarter. Grey Cup activities certainly stimulated trips to this province with 375,000 travellers in Alberta attending a sporting event.

Text Table 2.3
Trips by Quarter, 1996 and 1997

Quarter	1996	1997	change
	000	000	%
Total	137,524	128,177	-7
Winter (Jan.-Mar.)	31,193	24,589	-21
Spring (Apr.-June)	31,272	28,785	-8
Summer (July-Sept.)	46,792	44,307	-5
Fall (Oct.-Dec.)	28,267	30,496	8

Expenditures for recreation and entertainment increased greatly

Between 1996 and 1997, travel expenditures remained stable as Canadians spent \$16 billion each year when travelling in Canada. However, the distribution by category of expenditures changed. Expenditures for vehicle rental and operation decreased by -6% in 1997. This decrease was greatest at the beginning of the year. This corresponds to the lower number of automobile trips noted in 1997 compared to 1996. Expenditures for public transport and accommodation rose slightly (3%), while food and beverages and other expenditures remained stable.

Travellers spent much more on recreation and entertainment in 1997 than they did in the previous year. Among other reasons, casinos drew an increasing number of travellers, 1.8 million travellers in 1997 compared to 1.3 million in 1996. Expenses related to recreation and entertainment probably increased because of the proliferation of casinos in the 1990s. In 1997, all provinces except Newfoundland, Prince Edward Island and New Brunswick had legalized casinos¹.

1. *Statistics Canada, Perspectives on Labour and Income, vol. 10, no. 4, catalogue number 75-001-XPE, Winter 1998.*

Text Table 2.4
Expenditures by Item, 1996 and 1997

Expenditure Item	Reported expenditures			Distribution
	1996	1997	change	1997
	\$000,000	\$000,000	%	%
Total	16,458	16,469	0	100
Vehicle rental and operation	3,379	3,190	-6	19
Public transportation	3,357	3,448	3	21
Food and beverages	3,849	3,794	-1	23
Accommodation	2,764	2,839	3	17
Recreation & entertainment	983	1,055	7	6
Other expenditures	2,125	2,143	1	13

Expenditures showed a considerable downward trend in the first six months of 1997 compared to the same period in the previous year, but they started to increase in the summer quarter, and by the fall quarter, travel expenditures increased by 25%.

CHAPTER 3

DOMESTIC TRAVEL IN 1997

Highlights

- Canadians reported 128 million domestic trips in 1997, of which 62 million were same-day trips and 66 million were overnight trips. They spent more than \$16 billion on these trips.
- In all provinces except Prince Edward Island, residents of the province accounted for a significant share of domestic tourism spending. This share varied from a low of 52% in New Brunswick to almost 85% in Ontario.
- The majority of provinces greatly benefited from travel by their own residents. In 1997, Canadians travelled to a destination in their province on eight out of ten overnight domestic trips.
- As in every year dating back to 1984, visiting friends and relatives (VFR) was the largest single reason Canadians took domestic trips, resulting in over 28 million overnight trips in 1997. Moreover, homes of friends and relatives provided accommodation for the largest share of domestic travel nights (50%).
- Business travellers incurred expenditures of \$4.7 billion on overnight trips or 36% of the expenditures of overnight travellers.
- Canadians used cars for more than 57 million overnight trips, representing 87% of overnight travel.

Summary for 1997

In 1997, Canadians made 128 million trips in Canada and spent more than \$16 billion on these trips. Approximately half of the reported trips, or 66 million, were trips with at least one night. The average expenditures on these trips were \$200 per person. Same-day trips accounted for the other half, with average trip expenditures of \$54 per person. Expenditures related to overnight trips (\$13.1 billion) represented 80% of all travel expenditures. Same-day trip expenditures accounted for \$3.3 billion.

Text Table 3.1
Domestic Travel Summary, 1997

		Total	Same-day	Overnight
Expenditures ¹	\$000,000	16,469	3,349	13,120
Person-trips	000	128,177	62,450	65,727
Intraprovincial	000	111,805	59,566	52,239
Interprovincial	000	16,372	2,884	13,489
Person-nights	000	221,412	-	221,412
Average duration	nights	1.7	-	3.4
Average spending by person by trip	\$	128	54	200
Average one-way distance per trip	km	294	149	432

- not applicable or zero.

¹ Includes some expenditures made abroad on travel to Canadian destinations.

Tourism expenditures were primarily made by residents

In Canada, the majority of travellers travelled within their own province. Thus, 76% of expenditures on domestic travel in each province can be attributed to their residents. Most of the spending occurred in Ontario, with \$5.1 billion or 31% of domestic tourism expenditures in the country. Proportionally, Ontario received the least money from non-residents as only 15% of the money spent in Ontario was spent by Canadians from other provinces.

Text Table 3.2
Expenditures by Origin, 1997

Province	Expenditures ¹ in that province by			Expenditures outside that province by	Travel Account Balance ²
	Total	Residents	Non-residents ³	Residents ³	
	\$000,000				
Canada	16,413	12,474	3,939	3,939	0
Newfoundland	399	301	98	69	29
Prince Edward Island	141	23	118	39	79
Nova Scotia	636	420	216	211	5
New Brunswick	426	221	205	152	53
Quebec	2,722	2,149	573	481	92
Ontario	5,112	4,334	778	1,167	-389
Manitoba	643	445	198	254	-56
Saskatchewan	800	605	195	305	-110
Alberta	2,779	2,073	706	734	-28
British Columbia	2,709	1,904	805	527	278

¹ All spending on transportation fares are allocated to the province of origin.

² The Travel Account Balance was derived by taking the difference between expenditures by non-residents in that province and expenditures by residents outside that province.

³ The Canada total exceeds the sum of the provinces as it includes spending in the Yukon and the Northwest Territories.

Contrary to all other Canadians, residents of Prince Edward Island made most of their trips outside their province, considering the criterion established for distance¹. Yet, most of the tourists in Prince Edward Island came from other provinces. In 1997, four out of five travellers to the Island lived elsewhere in Canada and they contributed 84% of tourism expenditures. New Brunswick also benefited from domestic tourism. Even though only \$426 million, or 3% of all domestic tourism expenditures, were made in New Brunswick, non-residents accounted for almost half of this amount.

Provincial domestic travel account balances measure the difference between expenditures by their residents in other provinces versus the amount spent by non-residents in a province. British Columbia claimed the largest positive balance (\$278 million), the result of residents spending \$527 million outside their province versus non-residents spending \$805 million in that province. Quebec, Prince Edward Island, New Brunswick, Newfoundland and Nova Scotia also had positive account balances.

Residents of Saskatchewan were frequent travellers

On average, Canadians undertook 4.2 domestic trips in Canada in 1997. A little more than half these trips included at least one overnight. Canadians made more intraprovincial trips (inside their province of residence) compared to interprovincial trips (outside the province of residence), having made an average of 3.7 intraprovincial trips and only 0.5 interprovincial trips.

Compared to other Canadians, residents of Saskatchewan were the most frequent travellers, having made 7.6 domestic trips each on average. The large proportion of the rural population who must travel greater distances to shop, to meet health or other professionals, or to attend cultural or sporting events could explain this

Text Table 3.3
Average Number of Trips in Canada, 1997

Province of origin	Average number of trips in Canada		
	Total	Intraprovincial	Interprovincial
Canada	4.2	3.7	0.5
Newfoundland	4.1	3.9	0.2
Prince Edward Island	2.8	0.9	1.9
Nova Scotia	6.3	5.3	1.0
New Brunswick	4.3	3.2	1.1
Quebec	3.4	3.1	0.3
Ontario	4.1	3.7	0.4
Manitoba	4.7	3.8	1.0
Saskatchewan	7.6	6.3	1.3
Alberta	6.5	5.4	1.0
British Columbia	3.3	2.9	0.4

¹ By definition, a trip means travelling to a Canadian destination a distance of at least 80 kilometres one way from one's residence.

higher average. Moreover, the relatively short distance (approximately 250 kilometres) between the two major urban centres, Regina and Saskatoon, possibly motivates travellers looking for a brief change of scene. With 6.5 and 6.3 trips respectively, Albertans and Nova Scotians also travelled quite frequently.

At the other extreme, residents of Prince Edward Island only made 2.8 trips. Formerly, interprovincial travel required more effort as one needed to use a ferry to leave the island. Since the opening of the Confederation Bridge between Prince Edward Island and New Brunswick in June 1997, a significant increase in volume of interprovincial travel between Prince Edward Island, New Brunswick and Nova Scotia has been reported.

The greatest number of travellers were from Ontario, Quebec and British Columbia but, compared to the size of their populations, these residents were rather sedentary. Ontarians made 4.1 trips, of which 3.7 were in Ontario; Quebecers made 3.4 trips of which 3.1 were in Quebec; and British Columbians made 3.3 trips, of which 2.9 were in British Columbia. The concentration of tourist services and attractions in the major urban centres of these provinces probably contributes to these Canadians staying closer to home.

Same-day or overnight trip?

The duration of the trip varied with the main purpose. Trips made for personal reasons, such as an appointment with a health professional, a job interview or attending a funeral, were frequently done on the same day (70% as against 30% of overnight trips). If the distance to be travelled is short, it may not be necessary to spend a night away from home, and often these activities do not take much time. Business trips were also more frequently taken on the same day (58%).

Text Table 3.4
Trips by Purpose and Duration, 1997

Purpose of Trip	Share of trips		
	Total	Same-day	Overnight
	000	%	%
Total¹	128,177	49	51
Visit friends or relatives	47,069	40	60
Pleasure	46,034	46	54
Personal	16,718	70	30
Business and convention	18,267	58	42

¹ Includes trips for which the purpose has not been declared.

SAME-DAY TRIPS

In 1997, close to 63 million trips were same-day trips. Most same-day travellers travelled within their own province. Only 2.9 million people, or 5% of same-day travellers, crossed a provincial boundary.

Same-day travellers travelled primarily for pleasure (34 %) and to visit friends and relatives (30 %) but trips made for personal reasons (appointment with a doctor, lawyer or dentist) and business trips or to attend a convention, nevertheless, represented a very high proportion of same-day trips, at 19% and 17% respectively.

In Newfoundland and Saskatchewan, trips for personal reasons predominated. Approximately one traveller out of three had to travel at least 80 kilometres from home on the same day to meet a health or other professional, among other reasons. Since the rural population in these provinces is very large, residents must travel greater distances to consult professionals than in more urbanized provinces.

Total expenditures made on same-day trips were \$3.3 billion. Pleasure trip expenses closely matched their overall share of same-day trips: 35% and 34% respectively. On the other hand, business trip expenditures were much greater than the percentage of trips that they represented: 28% versus 17%.

Text Table 3.5
Same-day Trips by Purpose, 1997

Purpose of Trip	Person-trips	Spending	Share of person-trips	Share of spending
	000	\$000,000	%	%
Total¹	62,450	3,349	100	100
Visit friends and relatives	18,916	504	30	15
Pleasure	21,270	1,159	34	35
Personal	11,630	731	19	22
Business and convention	10,601	952	17	28

¹ Includes trips for which the purpose has not been declared.

The majority of same-day travellers (96 %) used a car to reach their destination. Using this mode of transportation, they travelled the shortest distance (145 kilometres) and spent the least amount of money on the trip (\$48 per person per trip). Close to 1.5 million persons used the bus for same-day travel, or 2% of same-day travellers. Mostly young people and persons aged 65 and over chose this mode of transportation, which is safe and inexpensive. Only 1% of same-day travellers travelled by air. They travelled the greatest distance (416 kilometres) and spent the greatest amount of money (\$528 per person per trip). The majority (92%) of same-day air travellers travelled on business or to attend a convention. Trains, boats and other modes transported fewer than one million same-day travellers (less than 1%).

Text Table 3.6

Same-Day Trips by Mode of Transportation, Average Distance and Spending, 1997

Mode of Transportation	Share of same-day trips	Average one-way distance per trip	Average spending per person per trip
	%	km	\$
Total	100	149	54
Automobile	96	145	48
Plane	1	416	528
Bus	2	173	78
Train, boat, other and not specified	1	160	75

Additional traveller same-day and overnight trip characteristics are presented in the statistical tables in Chapter 5 for the reader's use. From this point forward in this chapter only overnight travellers are included in the analysis.

OVERNIGHT TRIPS

Intraprovincial and Interprovincial Trips

In 1997, intraprovincial trips represented the majority of overnight trips made by Canadians or 79% of the 66 million domestic trips. Usually shorter than interprovincial trips (three nights compared to six nights), they were also less expensive (an average of \$130 compared to \$468 for interprovincial trips).

Text Table 3.7

Summary of Intraprovincial and Interprovincial Trips, 1997

Overnight Trips		Intraprovincial Trips	Interprovincial Trips
Spending	\$000,000	6,807	6,313
Person-trips	000	52,239	13,489
Share of trips by car	%	93	65
Share of trips by plane	%	2	30
Average duration of trip	nights	3	6
Average spending per person per trip	\$	130	468
Average one-way distance per trip	km	267	1,069

Compared to other Canadians, residents of Ontario, Quebec and British Columbia made proportionally more intraprovincial trips. In fact, they represented from 80% to 86% of trips taken by their residents in these provinces. The attraction of major cities such as Toronto, Montreal and Vancouver, probably explains this higher proportion. On the other hand, in Newfoundland, the proportion of intraprovincial trips was even higher at 89% and can probably be explained by the higher cost of leaving the province for interprovincial travel. Consequently, residents of these provinces spent a greater portion of their travel budgets in their province of origin.

Trip characteristics

Purpose

Canadians travelled primarily to visit friends and relatives

In all regions of Canada, Canadians travelled most of all to visit friends and relatives (VFR). These trips represented 28 million overnight trips or 43% of all trips made in 1997. Pleasure trips were also very popular, accounting for 25 million overnight trips. Less than 20% of Canadians travelled on business, to attend a convention or for personal reasons. Visits to friends and relatives were most numerous throughout the year except during vacation time, from June to August, during which time pleasure travel was higher.

Text Table 3.8
Overnight Trips by Purpose, 1997

Purpose of Trip	Person-trips	Spending	Share of person-trips	Share of spending
	000	\$000,000	%	%
Total¹	65,727	13,120	100	100
Visit friends and relatives	28,153	3,129	43	24
Pleasure	24,764	4,355	38	33
Personal	5,088	915	8	7
Business and convention	7,667	4,721	12	36

¹ Includes trips for which the purpose has not been declared.

Even if the share of pleasure travellers was lower than that of VFR travellers, their expenditures reached \$4.4 billion or 33% of expenditures made on overnight trips. In comparison, VFR travellers spent \$3.1 billion, which represented a 24% share of overnight spending. On average, pleasure travellers spent \$176 on their trip whereas VFR travellers spent \$111. The latter spent nine out of ten of their nights in private homes whereas pleasure travellers opted for commercial accommodation more than half the time.

Business travellers and those attending conventions contributed 36% of expenditures even though they represented only 12% of overnight trips. They stayed in commercial accommodations, ate in restaurants and frequently travelled by air. Their expenditures reached \$4.7 billion, or an average of \$616 per person per trip.

Residents of Manitoba travelled more for pleasure than all other Canadians, who preferred VFR. Quebecers had a greater propensity to travel to visit friends and relatives (47% as opposed to the Canadian average of 43%). The greatest share of business and convention travellers came from Alberta and British Columbia (15% as opposed to the Canadian average of 12%). Finally, residents of Newfoundland had a tendency to travel more frequently for personal reasons than did other Canadians (13% as opposed to the Canadian average of 8%).

Text Table 3.9
Overnight Trips by Province of Origin and Purpose, 1997

Province of Origin	Purpose of trip				
	Total	Visit friends or relatives	Pleasure	Personal	Business and Convention
			%		
Total	100	43	38	8	12
Newfoundland	100	38	35	13G	13G
Prince Edward Island	100	42	30	11G	17G
Nova Scotia	100	39	38	10	13
New Brunswick	100	45	30	10G	15
Quebec	100	47	38	5	9
Ontario	100	44	39	7	10
Manitoba	100	38	42	9	10
Saskatchewan	100	44	30	12	13
Alberta	100	39	37	9	15
British Columbia	100	40	38	8	15

¹ Includes trips for which the purpose has not been declared.

G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.

Mode of Transportation

Most travellers preferred travelling by car

Cars were by far the most frequent mode of transportation for domestic travel. In 1997, automobiles were used on 57 million trips, or 87% of overnight trips. Cars were used for shorter distances (an average of 328 kilometres) and car trips were shorter in duration (three nights) and less expensive (an average of \$132). A total of \$2.2 billion was spent on car travel (vehicle rental and operation).

Used by 8% of travellers in 1997, air travel was the second-most popular mode of transportation. Those who travelled by air had much higher travel expenses, namely \$940 per person. The average distance travelled by air was 1,607 kilometres with an average duration of six nights.

A little more than 2 million domestic travellers used the bus, or 3% of all travellers. Young people aged 15 to 24 and persons aged 65 and over used this mode of transportation the most. For them, the bus represents a secure and inexpensive mode of transportation and is probably the least expensive of all commercial transportation. Bus travellers travelled an average of 390 kilometres and were away an average of four nights. They spent \$205 per trip per person.

Concerning trains, boats and alternative modes of transportation, one notices that Ontarians took the train most often (2% of Ontario travellers) and that residents of British Columbia travelled by boat most often (3% of travellers from British Columbia).

Text Table 3.10
Overnight Trips by Mode of Transportation, 1997

Mode of transportation	Person-trips	Spending	Share of person-trips	Share of spending
	000	\$000,000	%	%
Total	65,727	13,120	100	100
Automobile	57,402	7,576	87	58
Commercial transportation	8,325	5,544	13	42
Plane	5,111	4,806	8	37
Bus	2,035	418	3	3
Train	564	183	1	1
Boat, other and not specified	615	137	1	1

Quebecers chose bus travel as frequently as air travel (4%), compared to all other Canadians who travelled more by air (8%) than by bus (3%). Quebecers travelled less often for business, which usually involves more travel by plane. Also, Quebecers did not travel as much to other provinces compared to other Canadians and, therefore, the distances they travelled did not always justify air travel.

Accommodation

Canadians like to stay with friends and relatives

Canadians travelled frequently to visit friends and relatives and this reflects the type of accommodation chosen. In fact, half of the 221 million nights were spent at the homes of friends and relatives. As women aged 65 and over travelled proportionally more frequently for VFR (58% compared to a Canadian average of 42%), they also spent more nights in private homes (67% of nights compared to a Canadian average of 50%). The average cost per night for travellers staying with friends and relatives was \$40.

Hotels, where travellers spent 27 million nights, were the preferred commercial accommodation of pleasure travellers and those travelling on business or to attend a convention. Campgrounds and trailer parks came in second place with 23 million nights. Approximately half of the camping clientele were composed of families with children whereas such families only represented 34% of all domestic travellers. Obviously, the average overnight cost for tourists using hotels was much higher, at \$217, than that for travellers who used campgrounds, at \$31 per night.

Expenditures for travellers using non-commercial accommodation² were only \$5 billion compared to \$9 billion for travellers using other types of accommodation. The average cost per overnight for tourists choosing non-commercial accommodation was \$37 per person compared to \$112 per person for commercial accommodation.

² Non-commercial accommodation: home of friends and relatives or private cottage.

Text Table 3.11
Type of Accommodation by Nights and Spending, 1997

Type of Accommodation	Nights	Spending ¹	Share of nights	Share of spending
	000	\$000,000	%	%
Total	221,412	13,120	100	100
Non-commercial	140,020	5,173	63	39
Home of friends and relatives	111,442	4,527	50	35
Private cottage	28,578	705	13	5
Commercial	81,392	9,103	37	69
Hotel	27,093	5,893	12	45
Motel	11,047	1,583	5	12
Resort or lodge, bed and breakfast and commercial cottage	9,118	859	4	7
Camping or trailer park	22,925	719	10	5
Other and not specified	11,209	917	5	7

¹ Spending by accommodation type includes multiple counts since travellers may use more than one type of accommodation on a trip. Therefore, the sum of expenditures by accommodation exceeds the Canada expenditure total of \$13,120 billion.

Participation in Activities

Casinos attract more and more travellers

Games of chance in Canadian casinos have attracted a growing proportion of travellers between 1996 and 1997 with the number of participants climbing 12% during these two years. This activity is relatively new given that the first casino only opened its doors in Winnipeg in 1990 and that the second followed three years later in Montreal. By 1997, all the provinces except Newfoundland, Prince Edward Island and New Brunswick had legalized casinos. Thus 1.1 million travellers, or 2% visited these gaming houses. More than half the participants who played games of chance travelled for pleasure.

Visiting friends and relatives remained the most popular activity for 43 million Canadian overnight travellers. Shopping, whether to purchase a specific item or to window-shop, was in second place. Close to 15 million travellers participated in organised sightseeing tours, recreational automobile driving, motorcycling or walking or to see natural attractions.

The propensity for participating in activities varies with the purpose of the trip. One out of four business travellers took advantage of the trip to visit friends and relatives. They also went shopping, but less frequently than other travellers. For them, going to bars and nightclubs was the third most popular activity (14% of business travellers). Pleasure travellers like to visit tourist attractions as 36% of them did so.

Text Table 3.12
Overnight Domestic Travel Activities, 1997

Activities	Activity participation ¹	Share
	000	%
Overnight Person-trips	65,727	100
Visiting friends or relatives	43,489	66
Shopping	18,633	28
Sightseeing	14,769	22
Visiting a national or provincial park	5,405	8
Going to a bar or nightclub	5,351	8
Attending a sports event	4,159	6
Visiting a museum or art gallery	3,164	5
Visiting a historic site	3,119	5
Attending a festival/fair/exhibition	2,930	4
Attending a cultural event (play, concert)	2,437	4
Visiting a zoo or natural exhibit	2,257	3
Visiting a theme park	1,452	2
Going to a casino	1,145	2
Taking a cruise or boat trip	810	1
Attending an aboriginal/native cultural event	365G	1G

¹ Due to participation in more than one activity during a trip, the sum of activities exceeds the total of overnight trips.

G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.

Many people walk, hike and go swimming

Close to 40% of Canadians participated in sporting or outdoor activities on their overnight trips with traditional activities such as walking, hiking and swimming being the most popular. These activities have a relatively low cost, require little organisation (one can take part in them anywhere) and require little training. Outdoor activities such as water sports, fishing and golf remained very popular on overnight trips but other activities had a growing number of participants. Cross-country skiing has seen a 25% increase, growing from 632,000 to 791,000 participants between 1996 and 1997. During the same period, snowmobiling, downhill skiing and fishing witnessed decreases in participation.

Close to 5.5 million travellers participated in other sports or outdoor activities including jogging, racket sports, horseback riding, scuba diving, ice skating, dog sledding, mountain climbing. Between 1996 and 1997, 100,000 more travellers participated in this category, reflecting the growing popularity in niche-oriented activities.

Text Table 3.13
Sports Activities on Domestic Overnight Trips, 1997

Sports Activities	Activity participation ¹	Share
	000	%
Overnight Person-trips	65,727	100
Participation in Sports/Outdoor Activity	24,118	37
Walking or hiking	11,836	18
Swimming	8,418	13
Other water-based activities	4,720	7
Fishing	4,090	6
Golfing	2,457	4
Cycling	2,212	3
Bird or wildlife viewing	1,850	3
Downhill skiing	1,295	2
Cross-country skiing	791	1
Snowmobiling	469	1
Hunting	413	1
Other	5,479	8

¹ Due to participation in more than one activity during a trip, the sum of individual activities exceeds the total participation in this type of activity.

Seasonality

Canadians love to travel in the summer

In 1997, approximately four out of ten travellers took a trip in July, August and September, reflecting the challenge faced by the marketers to entice Canadians to travel during the off and shoulder seasons. Canadians travelling for pleasure took even more trips during the peak summer season (52%). On the other hand, business travellers attend meetings more equally throughout the seasons even though in 1997 they favoured the months of September, October and November.

Text Table 3.14
Seasonal Patterns of Overnight Travel by Purpose, 1997

Quarter	Person-trips	Share				
		Total ¹	Visit friends or relatives	Pleasure	Personal	Business and Convention
	000			%		
Total	65,727	100	100	100	100	100
Winter (Jan.-Mar.)	11,546	18	18	14	22	24
Spring (Apr.-June)	13,887	21	21	19	25	25
Summer (July-Sept.)	26,003	40	34	52	33	25
Fall (Oct.-Dec.)	14,291	22	27	15	20	26

¹ Includes trips for which the purpose has not been declared.

Duration

The majority (61%) of travellers stayed away from home one or two nights. Stays of five nights or longer were reported on only 18% of trips. Travellers with a destination in Prince Edward Island or British Columbia were more likely to stay 5 nights or more: 38% and 32% respectively. Trip duration also varied by the mode of transportation. For instance, car travellers stayed away three nights on average, while air travellers spent twice as many nights away.

Text Table 3.15
Duration of Overnight Trips by Mode of Transportation, 1997

Duration	Person-trips 000	Total ¹	Share		
			Automobile %	Plane	Bus
Total	65,727	100	100	100	100
1 night	17,260	26	28	13	24
2 nights	22,884	35	37	16	33
3 - 4 nights	13,446	20	20	26	22
5 nights +	12,139	18	16	46	21
Average Duration (nights)	3	3	3	6	4

¹ Includes trips by train, boat, other and not specified.

Expenditures

Public transportation, accommodation and meals consumed two thirds of the trip's budget

In 1997, Canadians spent \$13.1 billion on overnight domestic trips. Public transportation, meals and beverages, and accommodation were the largest travel budget items. Expenditures for the operation and rental of a vehicle accounted for 17% of the travel budget, or \$2.2 billion.

Text Table 3.16
Expenditures on Overnight Trips by Item, 1997

Expenditure Item	Reported expenditures	Share
	\$000,000	%
Total	13,120	100
Vehicle rental and operation	2,224	17
Public transportation	3,049	23
Food and beverages	2,941	22
Accommodation	2,839	22
Recreation & entertainment	832	6
Other expenditures	1,235	9

Characteristics of Travellers

Age

Baby boomers are active travellers

The average age of Canadian travellers was 41 years, compared to 37 years for the general population. Baby boomers (people aged 35 to 54 years in 1997) represented a larger share of travellers than their proportion in the Canadian population. On the other hand, youths (under 15 years) and senior citizens (65 years and over) were under-represented among overnight travellers. With many entering their retirement years, the baby boom generation will represent a growing proportion of travellers in the next century. Being a more widely educated and experienced travel population, they may also be more demanding of tourism services.

Text Table 3.17
Distribution of the Population and of Overnight Trips by Age, 1997

Age Group	Distribution of		
	Person-trips	Person-trips	Population
	000	%	%
Total	65,727	100	100
Under 15 years	10,879	17	20
15 - 24	8,896	14	13
25 - 34	12,099	18	16
35 - 44	13,161	20	17
45 - 54	9,712	15	13
55 - 64	6,044	9	9
65 and over	4,936	8	12

Source: Statistics Canada, Annual Demographic Statistics, 1997, catalogue no. 91-213-XPB.

Educational Attainment

Education and travel closely related

Canadians with higher education levels were more likely to take a domestic trip. For instance, although just 15% of the population had a university degree in 1997, they accounted for 23% of overnight trips. In contrast the 30% of Canadians with less than a high school education accounted for just 18% of trips in 1997. University educated travellers represented an even larger share of business travel (37%).

Income

Canadians with a higher household income travelled more

As with education, household income is an important factor in determining travel behaviour. Compared to their share of the population, Canadians with a household income greater than \$60,000 travelled more often and for different reasons. In 1997 they accounted for 37% of trips, but just for one-quarter of the population. They stayed more frequently in hotels and cottages and, as they took more pleasure trips, stayed less with friends and relatives than Canadians with smaller incomes.

Text Table 3.18
Distribution of the Population and of Overnight Trips by Educational Attainment, 1997

Educational Attainment	Person-trips	Share	
		Person-trips	Population
	000	%	%
Total¹	54,849	100	100
0 - 8 years	2,369	4	11
Some secondary education	7,473	14	19
High school diploma	9,233	17	20
Some post-secondary education	5,470	10	9
Post-secondary certificate/diploma	17,560	32	26
University degree	12,744	23	15

¹ The total excludes the 10,879,000 trips made by children under 15 years of age.

People earning a household income of less than \$20,000 represented a much smaller share of travellers versus their share in the population: 12% of travellers versus 21% of population. When they did travel, they made trips to visit friends and relatives or for personal reasons more than Canadians with a higher income. Like most Canadians, they primarily used a car but bus transportation was their second choice versus plane travel among higher income travellers.

Text Table 3.19
Distribution of the Population and of Overnight Trips by Household Income, 1997

Household Income	Person-trips	Share	
		Person-trips	Population
	000	%	%
Total¹	47,647	100	100
Less than \$20,000	5,531	12	21
\$20,000 - \$39,999	11,778	25	32
\$40,000 - \$59,999	12,585	26	23
\$60,000 - \$79,999	8,208	17	12
\$80,000 and over	9,545	20	13

¹ The total excludes "not stated" incomes and trips made by children under 15 years of age.

Size and Composition of Travel Groups

Adult travellers dominate

Adults travelling without children continued to dominate domestic travel, taking 66% of trips in 1997. Families with children represented 34% of trips, down from 35% in 1996. Adults travelling alone represented the largest travelling group (35%), followed by two adults travelling together (27%). The aging of the population, and in particular the increasing number of baby boomers who are becoming “*empty nesters*”, is no doubt influencing this trend.

CHAPTER 4

TRAVEL PROFILES

Retirees Who Travel: How Do They Compare to Other Travellers?

Definition of retirees

In this analysis, a retiree is defined as any person aged 55 and over who was not active in the labour force during the reference week of the Labour Force Survey (LFS). In fact, retirees must have had previous employment and declared themselves as being retired. As our data do not allow us to determine whether or not respondents had ever had employment, we assumed that persons who declared themselves as not being in the labour force and who were 55 or older were all retired. Non-retirees include adults of 15 years and older who declared that they were employed or unemployed and adults of 15 to 54 years who declared themselves as not being active in the labour force.

This analysis will only take into account trips of **at least one night** away from home. Overnight trips represent 49% of trips made by retirees and 52% of trips made by non-retirees. Only trips to visit friends and relatives, pleasure trips, trips taken for personal reasons or to attend non-business conventions were included. **Business trips are excluded.** In total, trips taken for a reason other than for business represent 99% of trips taken by retirees and 88% of trips taken by non-retirees.

Highlights

- Retired Canadians declared having taken 7.3 million domestic trips in 1997 and they spent \$1.3 billion in Canada. This represents 15% of all trips and expenditures.
- Retirees spend as much as non-retirees on their overnight trips, or an average of \$177.
- Retired Canadians travel primarily to visit friends and relatives (VFR); these trips represented close to four million trips of one night or more in 1997. They spent 37 million nights away from home, of which 22 million were in the homes of friends or relatives.
- The commercial accommodation most frequently chosen by retired Canadians is campgrounds and trailer parks, where these travellers spent three million nights, or 8% of all overnights and 30% of nights spent in a commercial accommodation.

- Retirees undertook longer trips than non-retirees. They left home for an average of five nights compared to three nights for other travellers.
- Retirees more frequently used commercial transportation than non-retirees (14% versus 10%) for trips of one night or more in Canada.

Tourism in Canada is greatly dominated by trips made by Canadians in their own country. When they take a trip, Canadians by far prefer domestic destinations to foreign ones. In 1997, close to three Canadians out of five travelled in Canada, one in five crossed the Canada-U.S. border and fewer than one in ten travelled abroad. Given Canada's large expanse and the distribution of its population, travel is frequently required to meet friends and relatives and, thanks to its cultural, geographic and climatic diversity, Canada is also a destination of domestic choice to experience these differences.

The Canadian population, like that of many other western countries, is an ageing one. Statistics Canada data indicates that life expectancy is rising, people are in better physical and psychological condition¹ and they stop working at a younger age². Moreover, for most Canadians, retirement is a time of unaltered or improved financial situation.³ All these factors combine to make retired Canadians an important niche for the Canadian tourism industry. It is now common to hear young retirees speak of their leisure activities and of trips they took during the summer or, in winter, to a warm country.

Here are some of the reasons that motivate retirees to leave home for a few days to discover new horizons: to visit grandchildren; to attend a family gathering; to visit the cottage; to visit Montreal, Toronto or Vancouver to see an exhibition; spending a few days at the trailer park to relax outdoors for a weekend. What are the characteristics of these travellers and what kinds of trips do they make?

According to data from the Labour Force Survey in 1997, the Canadian population included 4.6 million persons aged 55 and over who were not in the labour force. These people, whom we will call retirees, represented close to 20% of the population. However, they only made 15% of all overnight trips.

Retirees were more sedentary compared to other Canadians

When one is retired, one certainly has more free time to travel but, for a minority of Canadians, retirement results in a lower income. Moreover, health deteriorates with age. These factors probably influence the decision about whether or not to take a trip. Thus, fewer retirees than non-retirees made overnight trips to visit friends and relatives, for pleasure or for personal reasons in 1997.

Among retirees, 45% were not travellers in 1997. They made no overnight trips inside their province, to another province, or to another country. This proportion rose to 53% among retirees aged 70 and over. Only 33% of non-retirees said that they have not travelled. Retirees were, therefore, much more sedentary.

¹ *Statistics Canada. Health Status of Canadians: Report of the 1991 General Social Survey. Analysis Series, General Social Survey, Ottawa, Minister of Industry, Science and Technology, 1994, Catalogue no. 11-612E, no. 8.*

² *Statistics Canada. Canada's Changing Retirement Patterns: Findings from the General Social Survey, Ottawa, Minister of Industry, 1996, Catalogue no. 89-546-XPE.*

³ *Idem, p.35-36.*

The difference between retirees and non-retirees was greatest in the case of intraprovincial trips. Fewer retirees travelled in their province of residence than non-retirees. One might have thought that retirees would be more likely to take shorter trips but the proportion of retirees who took at least one interprovincial trip or a trip to the United States was as high as among non-retirees.

Text Table 4.1
Incidence¹ of Trips taken by Retirees and Non-retirees, 1997

Trip Destination	Incidence of trips	
	Retirees	Non-retirees
	%	
Non-travellers	45	33
Travellers	55	67
In Canada	47	58
Intraprovincial	38	51
Interprovincial	20	21
To the United States	16	21
Abroad	8	7

¹ Proportion of Canadians who made at least one overnight trip during the year for a reason other than business.

Even if, on the whole, retirees travelled less than other Canadians, 2.2 million of them took at least one overnight trip to visit friends and relatives, for pleasure or for personal reasons in Canada in 1997. This analysis will deal exclusively with trips in Canada of at least one night away from home and primarily for a reason other than business.

Retirees travelled primarily to visit friends and relatives

Retirees usually have more spare time to indulge in their favourite activities. For the majority of retirees, visiting friends and relatives (VFR) was the most common reason for overnight trips. More than half of retired travellers did so primarily to visit friends and relatives. Other than VFR travellers, more than two out of five retired travellers took the opportunity of other travel to meet friends and relatives. When children live far away, retirees combine the opportunity of visiting their children and grandchildren with the advantage of low-cost accommodation. They can also combine such a visit with pleasure by exploring local tourist attractions. Among non-retirees, VFR trips were also the most frequent but less so.

Text Table 4.2

Retired Travellers and Non-retired Travellers by Purpose of Trip, Overnight Trips, 1997

Purpose of trip	Retirees		Non-retirees	
	Person-trips	Distribution	Person-trips	Distribution
	000	%	000	%
Total¹	7,307	100	40,505	100
Visit friends and relatives	3,994	55	18,794	46
Pleasure	2,465	34	17,706	44
Personal	772	11	3,697	9

¹ Includes non-business conventions and trips for which the purpose has not been declared.

Retirees primarily used their car

Whether one is retired or not, the car is the mode of transportation used in the great majority of cases. Short distances, ease of operation and low associated costs are frequently the reasons that motivate travellers to use their private vehicles. Nevertheless in 1997 retirees more frequently used commercial transportation than non-retirees (14% versus 10%), especially if they travelled alone. The plane, train and bus can sometimes be more comfortable than a car and lets one relax by reading a good book or napping rather than being focussed on the road.

Like other travellers, retirees preferred air travel to the bus. Air travel was used primarily to visit friends and relatives in 1997 and, especially by retirees. The average distance travelled when travelling by air was much greater, reaching close to 1,900 kilometres for retirees. When the distances to travel are shorter, the bus is an alternate means of commercial transportation that is safe, easily accessible and, usually, inexpensive. Retirees used it almost as frequently as air travel and more frequently than other travellers. Close to 5% of retirees chose the bus but, when they travelled alone, this proportion rose to 11%. It was the mode of choice for only 7% of other travellers who travelled alone.

Text Table 4.3

Retired Travellers and Non-retired Travellers by Mode of Transportation, Overnight Trips, 1997

Mode of transportation	Retirees		Non-retirees	
	Person-trips	Distribution	Person-trips	Distribution
	000	%	000	%
Total	7,307	100	40,505	100
Automobile	6,301	86	36,473	90
Plane	463	6	1,962	5
Bus	378G	5G	1,331	3
Train, Boat, Other and not specified	165G	2G	738	2

G Since the coefficient of variation of the data is between 16.6% and 25.0% at one standard deviation, the data should be used with caution.

Retirees visited friends and relatives in the fall months

Both retirees and non-retirees travelled mostly during the summer quarter, in July, August and September. Two trips out of five were taken during vacation time. At this time, retirees take advantage of the nice weather to take leisure trips. Temporary exhibitions such as the Renoir Exhibition at the National Gallery of Canada in the summer of 1997 and several festivals such as the Montreal Jazz Festival, Caribana in Toronto and the Vancouver International Comedy Festival take place in summer. Retirees interrupt their visits to friends and relatives for a short while to see tourist attractions. Because it is in summer that most Canadians travel, friends and relatives are perhaps less available to accommodate the retirees.

Text Table 4.4
Retired Travellers and Non-retired Travellers by Quarter, Overnight Trips, 1997

Quarter	Retirees		Non-retirees	
	Person-trips	Distribution	Person-trips	Distribution
	000	%	000	%
Total	7,307	100	40,505	100
Winter (Jan.-Mar.)	909	12	7,199	18
Spring (Apr.-June)	1,706	23	8,438	21
Summer (July-Sept.)	3,033	42	16,069	40
Fall (Oct.-Dec.)	1,660	23	8,800	22

In 1997, it is during the fall months that retired travellers took most trips to visit friends and relatives. More than two out of three trips were VFR trips. In November, 61% of trips were VFR and, in December, this proportion rose to 81%. Non-retirees also took more VFR trips in the fall quarter. The proportion of these trips among non-retirees, however, was only 48% in November, and increased to 71% in December, during the holiday season.

In the winter months (January, February, March), retired travellers were greater stay-at-homes than non-retirees. One must remember that the Canadian Travel Survey (CTS) data does not include trips to the United States and abroad. According to the International Travel Survey (ITS), however, we know that, during the first quarter of 1997, close to 1.3 million Canadians aged 55 and over went to the United States or abroad for a trip of one night or more. During the winter months, some retirees travelled to warmer destinations such as Florida, Nevada, California, Hawaii, Arizona or Mexico, to name the most popular destinations.

Retirees preferred non-commercial accommodation

When retirees travelled, they liked not only to visit their friends and relatives but, naturally, they liked to stay with them. Accommodation in private cottages was also favoured by retirees who spent more than five million nights in cottages during 1997.

Text Table 4.5
Overnights by Type of Accommodation, Retirees and Non-retirees, 1997

Type of Accommodation	Retirees	Distribution	Non-retirees	Distribution
	000	%	000	%
Total	37,076	100	126,517	100
Non-commercial	27,172	73	84,368	67
Home of friends and relatives	21,933	59	67,313	53
Private cottage	5,239	14	17,055	13
Commercial	9,904	27	42,149	33
Hotel	1,858G	5G	11,203	9
Motel	1,852G	5G	5,106	4
Camping and trailer park	3,010G	8G	13,791	11
Resort or lodge, bed and breakfast, commercial cottage, other and not specified	3,184G	9G	12,049	10

G Since the coefficient of variation of the data is between 16.6% and 25.0% at one standard deviation, the data should be used with caution.

Using commercial accommodation was less popular among retirees than among non-retirees. This can be explained by the costs associated with commercial accommodation and the types of trips taken by retirees (especially VFR). Hotels, in particular, did not attract many retirees, who preferred campgrounds and trailer parks. Once they settled in a campground or a trailer park, retirees spent more time there than non-retirees, namely an average of six nights compared to four nights for non-retirees.

Retirees spent as much as non-retirees

Retirees spent a total of \$1.3 billion on overnight trips or 15% of all domestic overnight expenditures. On average, retired or not, travellers spent \$177 per trip. The distribution by expenditure item differed, however, depending on the status of the traveller.

Retirees spent \$35 on average for commercial transportation (excluding operating costs for a car) compared to \$25 for non-retirees, or 41% more.

Even though retirees seek lodging in commercial accommodations less frequently than non-retirees, they nevertheless spent more on accommodation. Accommodation expenditures were higher for retirees because they were away from home for longer periods of time.

Close to 23% of retirees' expenditures on their trips were spent on food and beverages. Expenses for accommodation, operating and renting a car, and transportation each accounted for 20% of expenditures. Among non-retirees, the proportion spent on each of the items varied more: food and beverages represented 26% of expenditures, and transportation 14%. The difference was greatest between the two groups in recreation and entertainment. Non-retirees spent 9% of their travel budgets on recreation and entertainment compared to 5% for retirees.

Text Table 4.6
Expenditure of Retirees and Non-retirees, Overnight Trips, 1997

Expenditure Item	Retirees		Non-retirees	
	Total expenditures	Average expenditure per person per trip	Total expenditures	Average expenditure per person per trip
	\$000,000	\$	\$000,000	\$
Total	1,307	179	7,203	178
Vehicle rental and operation	259	35	1,437	35
Public transportation	256	35	1,008	25
Food and beverages	304	42	1,850	46
Accommodation	267	37	1,312	32
Recreation & entertainment	69	9	668	16
Other expenditures	151	21	928	23

For activities on their trips, 1.6 million retired travellers, or 22%, participated in sports or outdoor activities. The most popular travel activity among retirees was walking or hiking, practised by 13%. Apart from sports and outdoor activities, visiting museums and art galleries was the most popular activity among retired travellers; 6% of them compared to fewer than 5% of non-retirees.

Retirees spent more time on travel

Retirees certainly have fewer constraints than other travellers on the time that they can spend on a trip. They can take a few days in the middle of the week for a pleasure trip or to visit friends and relatives. They can also leave home for extended periods of time. On average, retirees took trips that included five nights away from home. Non-retirees took trips averaging only three nights.

Retirees left home for the longest periods of time in the first quarter. They extended their seasonal holidays much more than other travellers, who spent half as much time away from home during the Christmas and New Year holiday period.

Trips were longer or shorter depending on the purpose of the trip and the mode of transportation used. Retirees were away longest when they took trips to visit friends and relatives. When they travelled by car, retirees took shorter trips. On the other hand, trips by air were considerably longer for retirees, who spent an average of 13 nights away from home compared to other travellers, who were only away seven nights.

Where do they go?

Both retirees and non-retirees travelled primarily in Ontario and Quebec. Close to 60% of retirees have taken an intraprovincial or interprovincial trip in or to one or the other of these provinces. The presence of retirees in these provinces is explained by the fact that travellers take most trips in their province of residence and it is in these provinces that more than 60% of retirees reside.

CHAPTER 4

Text Table 4.7
Average Duration of Trip, Retirees and Non-retirees, Overnight Trips, 1997

Trip Characteristics	Retirees	Non-retirees
		nights
Quarter	5	3
Winter (Jan.-Mar.)	6	3
Spring (Apr.-June)	5	3
Summer (July-Sept.)	5	4
Fall (Oct.-Dec.)	4	3
Main purpose	5	3
Visit friends and relatives	5	3
Pleasure	5	3
Personal	5	3
Mode of transportation	5	3
Automobile	4	3
Plane	12	7
Bus	6G	3
Train, Boat, Other and not specified	7G	4
Type of trip	5	3
Intraprovincial	4	3
Interprovincial	9	5

G Since the coefficient of variation of the data is between 16.6% and 25.0% at one standard deviation, the data should be used with caution.

Text Table 4.8
Travellers by Province of Destination, Retirees and Non-retirees, Overnight Trips, 1997

Province of destination	Retirees		Non-retirees		Share of retirees by province
	Person-trips	Distribution	Person-trips	Distribution	
	000	%	000	%	%
Canada¹	7,307	100	40,505	100	100
Newfoundland	159G	2G	721	2	2
Prince Edward Island	70	1	286	1	1
Nova Scotia	295	4	1,671	4	3
New Brunswick	193	3	931	2	3
Quebec	1,583	22	8,999	22	25
Ontario	2,713	37	13,453	33	38
Manitoba	301	4	1,590	4	4
Saskatchewan	356	5	2,381	6	3
Alberta	761	10	5,269	13	7
British Columbia	866	12	5,176	13	14

¹ Includes travellers to Yukon and the Northwest Territories.

G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.

Friends and relatives attracted retirees toward the western provinces

Compared to other travellers, retirees more often made interprovincial trips and these trips were almost twice as long. Alberta, the Atlantic provinces, British Columbia and Saskatchewan lured most non-residents. At least one-third of retirees travelling to these provinces lived elsewhere in Canada. For 60% of retirees, the reason for going to the western provinces was to visit of friends and relatives, the reason given by only 49% of non-retirees to these destinations. When they travelled to the Atlantic provinces, retirees also went to visit friends and relatives (50%) but pleasure trips were also frequent (42%).

Text Table 4.9
Province of Destination of Retired Travellers and Non-retired Travellers, by Residence, Overnight Trips, 1997

Province of destination	Distribution of retired travellers		Distribution of non-retired travellers	
	Residents of the province	Non-residents	Residents of the province	Non-residents
	%		%	
Canada¹	77	23	82	18
Atlantic provinces	63	37	67	33
Quebec	84	16G	84	16
Ontario	86	14	91	9
Manitoba	69	31G	74	26
Saskatchewan	67	33G	74	26
Alberta	62	38G	78	22
British Columbia	65	35	73	27

¹ Includes travellers to Yukon and the Northwest Territories.
G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.

Retirees who travelled had a demographic profile somewhat different from the profile of all retirees or other travellers

Because they are more numerous within the population of retirees, retired women who travelled were also more numerous. They represented 57% of retired travellers, which was slightly less than their overall representation among the retired population (59%).

Few retired travellers were single; 3% versus 26% among all travellers. Retirees who lived alone, whether single, separated, divorced or widowed, took fewer trips in 1997 than their percentage of the population, and they also travelled a lot less than retired couples. Also, when they took a trip, retirees travelled more frequently with someone else compared to non-retirees. The proportion of retirees who travelled in groups⁵ of two was 62% whereas it was only 34% of non-retirees.

⁵ By group we mean members of the same household who travelled together. It is widely believed that older persons frequently travel in groups. Data from the Canadian Travel Survey does not allow us to verify this belief.

Text Table 4.10

Demographic Characteristics of Retired travellers and of all Retirees, Overnight Trips, 1997

Demographic Characteristics	Retired travellers	All retirees	All travellers
		%	
Sex	100	100	100
Male	43	41	48
Female	57	59	52
Marital Status	100	100	100
Married or common-law	73	61	64
Single, never married	3G	6	26
Separated or divorced / widowed	24	33	10
Educational Attainment	100	100	100
0 - 8 years	18	33	5
Some secondary education	19	21	15
High school diploma	17	16	17
Some post-secondary education	6	5	10
Post-secondary certificate of diploma	28	19	32
University degree	12	7	21
Household income¹	100	100	100
Less than \$20,000	21	36	13
\$20,000 to 39,999	40	45	26
\$40,000 to \$59,999	26	12	27
\$60,000 and more	13	7	35

¹ Excludes "not stated" incomes.
G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.

An analysis of education and household income shows that the pattern of travel for retirees was similar to that of other Canadian travellers with similar education and income characteristics. Thus, where retirees had high levels of education and household incomes of \$40,000 and more annually, they tended to travel at rates similar to non-retirees with the same characteristics.

How will retirees behave in the new millennium?

People are retiring at even younger ages today and the demographic profile of retirees is changing. What types of trips will future retirees take in the next millennium?

According to a study of demographic and travel trends based on the behaviour of current baby boomers and older travellers⁶, the tourism industry will face many challenges and opportunities. Baby boomers will take an increasing number of

⁶ Statistics Canada. Travel-log, Catalogue no. 87-003-XPB, Vol. 17, no. 3, Summer 1998.

domestic trips. As the retired population grows, so will trips to visit friends and relatives. Currently, baby boomers account for half the nights spent in hotels. However, when they leave the labour force, the many business trips they made while working may decline thus decreasing demand from this important segment of the population. Baby boomers may find accommodations more frequently with friends and relatives at their cottages and at campgrounds and trailer parks. They will fly twice as much between now and 2016 and, as the use of the bus and rail increases with age, these means of transportation will also be used more frequently.

In general, retirees have more time for trips and pleasure activities. With the coming increase in the retired population, longer trips will be more frequent. The accommodation industry will have to adapt to the future needs of retirees, who will look for destinations that offer long-term accommodation. On their trips, retired baby boomers will favour activities such as golfing, walking and hiking. Physically more demanding sports, such as downhill skiing and cycling, will be engaged in less. There will be a substantial increase in cultural and heritage trips because there is a strong correlation between age and interest in this type of activity.

Retired baby boomers will in general, be better educated than the retirees of today. Their income will also be greater. A good number of these travellers will be women who, unlike current female travellers, will have greater financial independence and more experience travelling.

Tourism products and services in Canada will have to adapt to satisfy the tastes and needs of this more educated and more moneyed clientele if the Canadian tourism industry hopes to compete effectively with international destinations for their patronage.

What are the Ten Most Visited Tourism Regions in Canada?

Explanatory note

This analysis focuses solely on pleasure travel. It does not cover trips primarily to visit friends and relatives, travel for personal reasons, or business and convention travel. Even though some visitors combine business trips and personal travel or trips to visit friends and family with pleasure travel, the activities and expenditures associated with these other trips are not included here since the main purpose of the trip was not pleasure.

Highlights

- Canada is divided into 81 tourism regions each designated by the province in which it is located. The number of tourism regions varies from one province to another, from a single region in Prince Edward Island to 19 in Quebec.
- In 1997, Canadians made 50 million visits while travelling for pleasure. Almost half of these visits were made to ten tourism regions. In all, Canadians spent \$4.9 billion on pleasure trips, including \$2.2 billion in the ten most visited tourism regions.
- Six of the most visited tourism regions in Canada are located in Ontario, with the top-ranking five recording over two million visits by Canadians. The other four most visited tourism regions in Canada are located in three other provinces: British Columbia, Quebec and Alberta.
- In 1997, nearly 3.5 million Canadian pleasure visitors travelled to the Lakelands region in south central Ontario, representing 7% of all pleasure visitors in Canada. The other most visited tourism regions in descending order are Ontario East, Festival Country, Metro Toronto, Getaway Country, all located in Ontario; Southwestern British Columbia and Vancouver Island in British Columbia; the Quebec City tourism region in Quebec; Southwestern Ontario; and Alberta's Heartland.

With an area of nearly 10 million square kilometers, or almost the same land mass as the entire continent of Europe, Canada offers travellers a wide range of attractions and landscapes. The roughly two million lakes, the Great Lakes and St. Lawrence lowlands, the great plains of the interior, the Canadian Shield, the Hudson Sea and Arctic lowlands, the Appalachians, the Canadian Cordillera and the Inuitian Mountains offer visitors numerous vacation and excursion sites. Owing to its great size, Canada also offers striking variations in climate, and as a result great variation in flora and fauna as well.

Canada's population, which is made up mainly of inhabitants of British or French origin, has for many years been experiencing rapidly increasing ethnic diversity. The large cities, such as Toronto, Montreal and Vancouver, where the majority of Canadians live, abound in museums, theatres, art galleries, libraries, historic districts, shops, urban parks, amusement parks and restaurants. Canada's urban centres and its great outdoors attract a large number of domestic and foreign visitors. But what are the tourism regions that attract the most domestic visitors?

Canada is divided into 81 tourism regions, each designated by the province in which it is located. Some regions, such as Quebec's Far North / James Bay region, cover vast areas, while others, such as Metro Toronto, are quite limited in size. The number of tourism regions varies from one province to another, from a single region in Prince Edward Island to 19 in Quebec. A map of the tourism regions is appended.

In 1997, Canadians made nearly 50 million visits while travelling for pleasure reasons. Nearly half of these visits were made to ten tourism regions. In all, Canadians spent \$4.9 billion during pleasure trips, including \$2.2 billion in the ten most visited tourism regions. This analysis will describe the ten most visited tourism regions, focusing on the most popular attractions, the types of trips made to the region and the associated expenditures.

Six of the most visited tourism regions are located in Ontario

Six of the most visited tourism regions in Canada are located in Ontario, with the first five receiving the largest numbers of visitors in Canada. The great number of visitors to these places may be explained in part by the population density surrounding them. The other four most visited tourism regions in Canada are located in the provinces of British Columbia, Quebec and Alberta.

Text Table 4.11
The Ten Most Visited Tourism Regions during Pleasure Trips, 1997

Tourism Region	Province	Share of Visitors by Region	Number of Person-Visits		
			Total	Same-day	Overnight
		%		000	
Lakelands	Ont.	7.2	3,494	1,512	1,981
Ontario East	Ont.	5.3	2,600	1,442	1,158
Festival Country	Ont.	5.2	2,538	1,567	970
Metro Toronto	Ont.	4.8	2,360	1,503	857
Getaway Country	Ont.	4.6	2,262	600	1,662
Southwestern British Columbia	B.C.	3.9	1,921	794	1,127
Vancouver Island	B.C.	3.7	1,786	891	895
Quebec City	Que.	3.4	1,676	669	1,006
Southwestern Ontario	Ont.	3.4	1,641	982	659
Alberta's Heartland	Alta.	3.1	1,516	683	833
Total of Ten Most Visited Tourism Regions		44.8	21,793	10,644	11,149
Total Visits in Canada		100.0	48,667	21,275	27,392

Lakelands

The most visited tourism region in Canada

In 1997, nearly 3.5 million visitors travelled to the Lakelands region, located in the south central part of the province of Ontario, representing 7% of all domestic visitors in Canada. The region includes the Georgian Bay Islands National Park, the Bruce Peninsula National Park and Fathom Five, Canada's first national marine park. Owing to the variety of landscapes in this region, it is highly valued as a resort area by Ontarians.

For almost all travellers who visited the Lakelands region, this was their principal trip destination. In the vast majority of cases, these visitors resided in either the Lakelands region itself or one of the neighbouring tourism regions. The greatest proportion of visitors came from the Metro Toronto tourism region (35%). It is worth noting that 97% of the visitors to the region came from a tourism region appearing on the list of the ten most visited tourism regions in Canada in 1997, including Festival Country (25%), Getaway Country (18%), the Lakelands region itself (10%), Southwestern Ontario (7%) and Ontario East (3%).

In most cases, the visitors to the Lakelands region travelled by automobile, and 57% of visitors spent at least one night in this tourism region, for a total of nearly seven million nights. With the large number of cottages, resorts and lodgings of all types, the Lakelands region attracts weekend visitors and summer vacationers. This is the most popular region in Ontario for private and commercial cottages, summer homes, and resorts, which are found along the shores and on many islands in Georgian Bay. Therefore, it is not surprising that private cottages accounted for more than half of all nights, with campgrounds, resorts, and commercial cottages together accounting for one-third of nights.

The most popular activities in the Lakelands region included visiting friends and relatives, with nearly one-quarter of visitors reporting that they had done so during their trip. Thus it appears that not all visitors are cottage-owners but that many of them avail themselves of their friends' or relatives' hospitality to enjoy a visit to this region. Shopping, sightseeing, festivals, fairs and exhibitions occupied some visitors. Others attended sporting events, visited the region's national or provincial parks or participated in different sport or outdoor activities.

Nearly two million visitors or 57% participated in sports or outdoor activities while visiting this region, which, after Alberta's Heartland, represented the largest proportion of visitors participating in outdoor activities. This is due to the region's wide range of outdoor opportunities such as swimming, fishing, walking and hiking, cycling, boating, water-skiing and scuba diving and the popularity of cottage trips.

It was in the summer quarter that the greatest number of visitors travelled to the Lakelands region. More than 1.5 million visitors stayed overnight, and during the summer season, nearly three visitors in four spent at least one night there; the annual average was three nights. Visitors came in roughly equal numbers in the winter, spring and fall quarters, but same-day visits were most common in the winter and fall, while in the spring – that is, in April, May and especially June – overnight visits were more numerous. During the winter months, it may be that those visiting the region are cottage owners who go there to take part in winter outdoor activities and at the same time check their dwellings to see that everything is in order.

Lakelands is the tourism region in Canada where visitors spent the most money during pleasure trips. The region took in \$334 million in 1997, including \$89 million for accommodation, \$84 million for food and beverages and \$69 million for recreation and entertainment. Canadians spent an average of \$96 per visit. In this region, expenditures for recreation and entertainment represented 21% of total spending. Sightseeing, participation in outdoor activities such as diving and boat excursions, and visits to Casinorama in Orillia probably served to increase

the spending on recreation and entertainment. In 1997, more than 287,000 travellers reported having gone to a casino in this tourism region. As will be seen, it is in Festival Country, home of Casino Niagara, that the greatest number of visitors went to a casino.

Text Table 4.12
Summary of Visits to Lakelands, Pleasure Trips, 1997

Lakelands, Ontario		Lakelands	Total Visits in Canada
Total person-visits	000	3,494	48,667
Total person-nights	000	6,816	86,294
Total expenditures	\$000,000	334	4,901
All visitors			
Share of visitors from the same tourism region	%	10	26
Share of visitors from the same province	%	100	86
Share of trips by automobile	%	95	93
Share of trips in summer quarter	%	43	46
Share of overnight visitors	%	57	56
Average expenditure per person-visit	\$	96	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	44	56
Share of person-nights in private cottages	%	51	28
Average number of nights during visit	nights	3.4	3.2
Average expenditure per person-night	\$	36	45
Average expenditure per person-visit	\$	125	144
Same-day visitors			
Average expenditure per person-visit	\$	58	45

Ontario East

Home of the National Capital

The Ontario East tourism region, which includes Ottawa, the national capital, attracted 2.6 million visitors in 1997. It was thus the second most visited tourism region, owing to several factors: its rich history, its many museums, its various and colourful festivals, the St. Lawrence Seaway and the Rideau Canal, which is used for boating between Ottawa and Kingston, and the presence of many outdoor recreation sites.

The Ontario East region was not a place for visitors to stop over on their way to someplace else; instead, for most of them it was the trip destination, the furthest place from home. After Southwestern British Columbia, it had the highest proportion of interprovincial visitors. In all, 13% of visitors crossed at least one provincial border to get to the region, including 10% from Quebec. Intraprovincial visitors came mostly from the region itself (58%), while 18% came from Getaway Country, a neighbouring tourism region. Visitors came mainly by automobile, and made a same-day visit in 55% of cases. When they spent at least one night in the region, they stayed an average of 2.8 nights. While the greatest number of nights

were spent in commercial accommodation, one-third were spent in private cottages.

Nearly three visitors in five took advantage of the summer season to visit Ontario East. However, during the winter months, or more especially in February, many visitors came to enjoy the many winter experiences including Winterlude in Ottawa, the largest carnival of its type in North America. Indeed, among the most visited tourism regions, Ontario East, along with Southwestern British Columbia, had the largest proportion of visitors during the coldest months of the winter (26%).

Expenditures made by visitors to Ontario East, primarily to the National Capital Region, totalled \$200 million. Considering the number of visitors, this amount is relatively low; of the ten most visited tourism regions, Ontario East ranked seventh in terms of expenditures but second in terms of the number of visitors. The explanation probably lies in the fact that a large proportion of visitors came from the same tourism region (58%), and that the proportion of same-day trips was also high (55%). On average, visitors to the region spent \$77 per visit there. This included \$24 for food and beverages, the largest expenditure item. Next came accommodation (\$18), other expenditures (\$14) and operation and rental of a private vehicle (\$13).

Text Table 4.13
Summary of Visits to Ontario East, Pleasure Trips, 1997

Ontario East, Ontario		Ontario East	Total visits in Canada
Total person-visits	000	2,600	48,667
Total person-nights	000	3,219	86,294
Total expenditures	\$000,000	200	4,901
All visitors			
Share of visitors from the same tourism region	%	58	26
Share of visitors from the same province	%	87	86
Share of trips by automobile	%	96	93
Share of trips in summer quarter	%	38	46
Share of overnight visitors	%	45	56
Average expenditure per person-visit	\$	77	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	56	56
Share of person-nights in private cottages	%	34	28
Average number of nights during visit	nights	2.8	3.2
Average expenditure per person-night	\$	47	45
Average expenditure per person-visit	\$	130	144
Same-day visitors			
Average expenditure per person-visit	\$	35	45

Beyond sightseeing, shopping, visiting relatives or friends and attending sporting events, a great number of visitors were drawn to the region by its museums and art galleries, historic sites, festivals, fairs and exhibitions. Indeed, it was Ontario East that registered the greatest number of visitors going to museums and art galleries (260,000); the National Capital Region is known for its many museums, some of which present special exhibitions, such as the Renoir exhibition at the National Gallery in 1997. This was also the tourism region with the greatest proportion of visitors taking cruises or boat trips (5%). The Rideau Canal, the Ottawa River and the Thousand Islands offer numerous cruise opportunities.

The region is also very well-suited to outdoor activities generally. With the lakes and the hiking and cross-country ski trails of Gatineau Park, the many cycle paths, the beaches along the Ottawa River, and the Rideau Canal ice skating rink (the world's longest), the region's outdoor activities include swimming, boating, fishing, hiking, cycling, cross-country skiing and ice skating. Nearly 1.3 million visitors participated in at least one sport or outdoor activity during their trip.

Festival Country

The land of Niagara Falls, the casino and ice wine

The third most visited tourism region in Canada is Festival Country, located southwest of Toronto and especially renowned for its spectacular Niagara Falls. It is not so much the height of the falls that is exceptional (54 metres), but rather the mass and force of the waters that surge over them. According to the CAA tourbook, it is here that the greatest number of rolls of Kodak film in the entire world are sold. The Niagara (or "thundering waters" in the now-dead language of the Neutrals, the aboriginal people who once inhabited the area) is actually one of the shortest rivers in the world (58 km), but it is also one of the most turbulent, with water pouring through its rapids at speeds of up to 48 kilometres per hour. This region attracts not only Canadians, but also many Americans and foreigners.

Beyond the Niagara Falls, Festival Country's attractiveness as a tourism region is also due to its rich vineyards, which produce some of the best-known wines in Canada, as well as internationally known products such as ice wine. In addition, during the summer season, the renowned Shaw Festival takes place not far away, in the historic town of Niagara-on-the-Lake.

The city of Hamilton and the twin cities of Kitchener and Waterloo are also part of the Festival Country tourism region. Hamilton is mainly known for its industrial role and its port function, but it also offers visitors attractions such as museums, historic sites, a botanical garden and an arts centre that features artists and performers both local and from around the world. The distinctiveness of the Kitchener and Waterloo area lies in the fact that it was settled around the 1840s by Mennonite farmers from Pennsylvania, and later by immigrants from Germany. These settlers left their mark on the local culture, with their traditional farms and their language, their food, their crafts and their traditional way of life, which gave rise to Oktoberfest, an annual event in the region.

Most of the visitors to Festival Country (96%) made an intraprovincial trip, meaning that they were residents of Ontario. In this region, overnight visits represented only 38% of the total. More than nine visitors in ten to Festival Country came from just five tourism regions: Metro Toronto (31%), Festival Country itself (29%), Getaway Country (13%), Southwestern Ontario (11%) and the Lakelands region

(10%). All of these regions were among the ten most visited regions in Canada. Within Festival Country, the regional municipality of Niagara attracted the most visitors. In fact, more than half of the visitors to this tourism region reported having either made a same-day trip or stayed overnight in the Niagara Falls area.

The automobile was the transportation mode that most visitors used to get to this region. However, 236,000 visitors to the region travelled there by bus. This was the highest number of bus travellers among the ten most visited tourism regions. The Niagara Falls attract a varied clientele from large urban centres such as Metro Toronto or the cities of Hamilton, Kitchener or Waterloo, and many of these people take a bus to visit the Falls on a same-day trip.

It was in July, August and September that the greatest number of travellers visited Festival Country. Half of the visitors took advantage of the summer vacation season to make a same-day or overnight trip to Festival Country. Visitors spent 2.3 million nights in Festival Country. In most cases they chose commercial accommodation (representing 85% of nights). Hotels and motels were the preferred choices, for nearly half of all nights were spent in these two types of accommodation. Overnight visitors spent an average of 2.3 nights in Festival Country.

Text Table 4.14
Summary of Visits to Festival Country, Pleasure Trips, 1997

Festival Country, Ontario		Festival Country	Total visits in Canada
Total person-visits	000	2,538	48,667
Total person-nights	000	2,258	86,294
Total expenditures	\$000,000	278	4,901
All visitors			
Share of visitors from the same tourism region	%	29	26
Share of visitors from the same province	%	96	86
Share of trips by automobile	%	90	93
Share of trips in summer quarter	%	50	46
Share of overnight visitors	%	38	56
Average expenditure per person-visit	\$	109	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	85	56
Share of person-nights in private cottages	%	2	28
Average number of nights during visit	nights	2.3	3.2
Average expenditure per person-night	\$	90	45
Average expenditure per person-visit	\$	210	144
Same-day visitors			
Average expenditure per person-visit	\$	47	45

Persons visiting Festival Country took the opportunity to go sightseeing, most likely to see the Niagara Falls (1.3 million visitors), shop or go hiking, again most likely around the Niagara Falls site (398,000), visit friends and relatives (396,000) and gamble a few dollars at Casino Niagara (354,000). Of the ten most visited tourism regions, it was in Festival Country where the greatest number of Canadians reported that they had gone sightseeing or went to a casino during their trip.

Recreation and entertainment, including sightseeing and spending money in a casino, accounted for nearly a quarter of the travel budget of visitors to this region. In fact, recreation and entertainment were second only to food and beverages among expenditure items for visitors to the region. In all, visitors spent \$278 million in Festival Country, second only to the \$334 million spent in the Lakelands region.

Metro Toronto

The Canadian city that attracted the most visitors

Toronto, which stretches along the shores of Lake Ontario, is a cosmopolitan city offering visitors a multitude of attractions. These include the CN Tower, the world's tallest free-standing structure; the Royal Ontario Museum, Canada's largest museum; the Toronto Zoo; the Ontario Science Centre, where visitors can interactively explore the world of science and technology; and Casa Loma, a neo-medieval castle that includes secret passages and an underground tunnel. Visitors seeking entertainment and relaxation can also go to sites such as Ontario Place, a large entertainment complex featuring lagoons, marinas and artificial islands; Harbourfront, a lakeshore development offering cultural, recreational, educational and commercial activities; or the trendy Bloor-Yorkville district, which includes stylish shops, art galleries, museums, cinemas and restaurants. Venues for live performing arts include the Hummingbird Centre for the Performing Arts, Roy Thomson Hall, the Royal Alexandra Theatre, the Princess of Wales Theatre, the Air Canada Centre and the SkyDome. This tourism region thus offers visitors a range of experiences: dining in a wide variety of ethnic restaurants (Toronto is home to immigrants from 80 different countries), sports activities, museum-going, theatre and cinema, relaxation in any of the 200 municipal parks, and shopping. These are some of the reasons why 2.4 million Canadians chose to visit Toronto in 1997.

Many visitors are attracted to the Queen City during the summer quarter (37%), but they are drawn by what Metro Toronto has to offer throughout the entire year. Visitors mainly made same-day trips to Toronto. But even if the trip was made primarily for pleasure, one visitor in three combined pleasure with visiting friends and relatives. Visitors also used their trip as an opportunity to shop (41%), go sightseeing (23%), attend sports competitions (18%), attend cultural events (13%), visit theme parks (10%), museums (9%) or zoos and natural exhibits (8%) or to take part in various sports or outdoor activities (15%). It was in this tourism region that the greatest proportion of visitors showed interest in a cultural event (13%) or a festival, fair or exhibition (10%).

For most pleasure visitors to Toronto, the metropolitan area was their trip destination. They came primarily from Ontario (90%), and especially from Festival Country (40%). They came mainly by automobile, but bus, air and train travel were also chosen. In most cases, visitors who chose to stay overnight were

accommodated in hotels and motels. As a result, expenditures for an overnight visit to Toronto were very high (\$207) and, in fact, were greater than the corresponding expenditures for other tourism regions, with the average for all regions being \$144.

In all, visitors to this tourism region spent \$273 million there. The greatest amount, namely \$78 million, was for food and beverages. Shopping centres also benefited from tourism, with visitors spending \$66 million for the purchase of clothing and other items. Indeed, it was in the Toronto region that visitors spent the greatest amount shopping. The share of the travel budget devoted to this type of expenditure was also the highest (24%) in relation to the other most visited tourism regions. Visitors to Metro Toronto spent an average of \$116 per visit.

Text Table 4.15
Summary of Visits to Metro Toronto, Pleasure Trips, 1997

Metro Toronto, Ontario		Metro Toronto	Total visits in Canada
Total person-visits	000	2,360	48,667
Total person-nights	000	1,872	86,294
Total expenditures	\$000,000	273	4,901
All visitors			
Share of visitors from the same tourism region	%	1	26
Share of visitors from the same province	%	89	86
Share of trips by automobile	%	88	93
Share of trips in summer quarter	%	37	46
Share of overnight visitors	%	36	56
Average expenditure per person-visit	\$	116	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	62	56
Share of person-nights in private cottages	%	1	28
Average number of nights during visit	nights	2.2	3.2
Average expenditure per person-night	\$	95	45
Average expenditure per person-visit	\$	207	144
Same-day visitors			
Average expenditure per person-visit	\$	64	45

Getaway Country

The fifth most visited tourism region in Ontario and Canada

More than 2.3 million visitors availed themselves of the tourist attractions of Getaway Country. Another resort destination for tranquillity-seeking Ontarians, Getaway Country features waterways, magnificent parks and attractive beaches. The Kawartha lakes area lies to the north of Peterborough. The opportunity to engage in aquatic activities on its many lakes and waterways attracts recreational boaters and resort vacationers from every part of Ontario, especially the Toronto area. A very uncommon attraction – there are only eight others like it in the world – is

the Peterborough hydraulic lift locks, which raise boats nearly 20 metres. The Sandbanks Provincial Park, also located in Getaway Country near the historic town of Picton, on Lake Ontario, offers not only picnic grounds, hiking trails and boat rentals but also undulating, Sahara-like sand dunes.

Most of the visitors to Getaway Country in 1997 were from Ontario. This tourism region was not a stopover; rather, it was the destination for 98% of those visiting it. Many were residents of Getaway Country itself (39%). However, the majority of the visitors to this region were from another tourism region. Nearly one-third of the visitors were residents of Metro Toronto, and an additional 14% came from Festival Country. Visitors to Getaway Country travelled mainly by automobile.

On average, Canadians visiting Getaway Country stayed 3.2 nights, the average for all tourism regions in Canada. During the summer season, they stayed longer (3.9 nights), and while they were fewer in number during the winter quarter, those who visited the region in that period stayed nearly two nights.

Of the ten most visited tourism regions, Getaway Country received the highest proportion of visitors during the summer quarter (59%), which is not surprising since the region is known for its lakes and outdoor activities, and summer is definitely the most popular time to participate in such activities. Nearly 1.3 million visitors reported having engaged in at least one outdoor activity. The most popular

Text Table 4.16
Summary of Visits to Getaway Country, Pleasure Trips, 1997

Getaway Country, Ontario		Getaway Country	Total visits in Canada
Total person-visits	000	2,262	48,667
Total person-nights	000	5,333	86,294
Total expenditures	\$000,000	140	4,901
All visitors			
Share of visitors from the same tourism region	%	39	26
Share of visitors from the same province	%	98	86
Share of trips by automobile	%	97	93
Share of trips in summer quarter	%	59	46
Share of overnight visitors	%	73	56
Average expenditure per person-visit	\$	62	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	45	56
Share of person-nights in private cottages	%	48	28
Average number of nights during visit	nights	3.2	3.2
Average expenditure per person-night	\$	24	45
Average expenditure per person-visit	\$	76	144
Same-day visitors			
Average expenditure per person-visit	\$	23	45

activities included walking or hiking, swimming, other water-based activities and fishing. Visiting friends and relatives, shopping and sightseeing were also favoured by visitors.

Visitors spent more than 5.3 million nights in the region. During their visits to Getaway Country, most travellers stayed in private cottages. After the Lakelands region, this was the second-ranking tourism region in Ontario in terms of the number of nights spent in private cottages, namely 2.6 million; this represented nearly half of all nights in the region. Few visitors to this tourism region stayed with friends or relatives, while 45% of visitors stayed in commercial accommodation. Among the most popular choices of commercial accommodation were campgrounds and trailer parks, commercial cottages and resorts.

Visitors to Getaway Country spent a total of \$140 million in the region. Restaurants and commercial accommodation benefited the most from this spending, receiving \$45 million and \$43 million respectively. Expenditures associated with visits to Getaway Country were lower than the average for all tourism regions. Overnight visitors spent an average of \$76 per visit to this tourism region, compared to an average of \$144 per visit in all tourism regions. Expenditures per night were also lower than average, at \$24 compared to \$45 for all overnight visitors. This may be explained by the large proportion of nights spent in private cottages.

Southwestern British Columbia

The most visited tourism region outside Ontario

This British Columbia tourism region includes two destinations known internationally: the Whistler – Blackcomb resort area and the city of Vancouver, Canada's window on the Pacific. This city – Canada's third largest city after Toronto and Montreal – is ringed by water and dominated by snow-capped peaks. A real refuge for Canadians who do not appreciate the cold temperatures of the Canadian winter, Vancouver has an exceptional climate for Canada. It is also the foremost port on the entire Pacific coast of North America, and many cruise ships dock there. Vancouver offers visitors a number of tourist attractions. Stanley Park is one of the city's most outstanding sites. This urban park, covering the end of a peninsula a stone's throw from downtown, beckons for a stroll among its giant trees or relaxation on one of its beaches. Museums, art galleries, the aquarium, numerous festivals, restaurants and clubs and the proximity of nature make this city a true attraction.

The Southwestern British Columbia tourism region was visited by nearly two million travellers in 1997. Most of them travelled to this tourism region by automobile and spent at least one night there. However, 9% of visitors to the region travelled by air, the highest percentage among the ten tourism regions. Southwestern British Columbia registered the highest number of visitors from another province, and the longer distances that they travelled to get there explain the greater use of air travel. Nearly two visitors in three were residents of the region itself; other visitors came from Vancouver Island, across Georgia Strait (13%), while still others came from other regions of British Columbia and 14% crossed at least one provincial boundary to visit Southwestern British Columbia.

Like Ontario East, the Southwestern British Columbia tourism region received nearly a quarter of its visitors in January, February and March, owing to the attraction of the Whistler ski area. Of all the tourism regions in Canada in 1997,

this was the one with the greatest number of visitors who reported downhill skiing, namely 275,000 persons or 14% of the visitors to the region over the entire year. During the winter months of January to March skiing participation rose to 38% .

Two visitors in five who travelled to this tourism region did so during the summer season. In addition to sightseeing, shopping and visiting friends or family, visitors were also attracted by sports and outdoor activities such as swimming and hiking. This region features numerous tourist attractions, and accordingly, nearly half of its visitors made sightseeing part of their trip. It is also in this region that the greatest proportion of visitors took part in the local nightlife by going to a bar or night-club (12%) or went cycling (6%). Nearly one visitor in five also took the time to visit a provincial or national park in the region.

Most visitors to the region spent all their time there. Some, however, made a stop in the region on their way to another destination, such as Vancouver Island or the Rockies. Overnight visitors spent an average of 3.6 nights there, for a total of more than four million nights in this tourism region. A large proportion of those nights were spent at the homes of friends and relatives (35%), while hotels and campgrounds received the greatest share of visitors opting for commercial accommodation.

Text Table 4.17
Summary of Visits to Southwestern British Columbia, Pleasure Trips, 1997

Southwestern British Columbia, British Columbia		Southwestern British Columbia	Total visits in Canada
Total person-visits	000	1,921	48,667
Total person-nights	000	4,071	86,294
Total expenditures	\$000,000	295	4,901
All visitors			
Share of visitors from the same tourism region	%	64	26
Share of visitors from the same province	%	86	86
Share of trips by automobile	%	81	93
Share of trips in summer quarter	%	40	46
Share of overnight visitors	%	59	56
Average expenditure per person-visit	\$	153	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	54	56
Share of person-nights in private cottages	%	12	28
Average number of nights during visit	nights	3.6	3.2
Average expenditure per person-night	\$	63	45
Average expenditure per person-visit	\$	228	144
Same-day visitors			
Average expenditure per person-visit	\$	47	45

Thirty-six percent of pleasure visitors to this region visited friends and relatives, second only to Alberta's Heartland among the most visited tourism regions in Canada.

Overall, visitors spent \$295 million in the region. It was in this region that expenditures per visit were the highest, averaging \$153. Expenditures on food and beverages as well as expenditures associated with vehicle operation and rental stood at \$90 million and \$47 million respectively, the highest amounts in these categories compared to the other most visited tourism regions. Vehicle operation and rental expenditures were also the highest in Canada. This is because a large proportion of visitors to the region came by air, and to get around once there, rented a car.

Vancouver Island

Canada's westernmost region

The Vancouver Island region, which enjoys a comparatively mild climate, is home to the provincial capital of British Columbia. The city of Victoria, which is accessible from the mainland by air and by ferry, is a place favoured by retirees and visitors alike, who enjoy strolling the streets, the many gardens, and the waterfront of the city which has a British ambience. Like other major Canadian cities, Victoria has its museums, parks, historic sites, heritage buildings and festivals. Not far from the city is the famous Butchart Gardens. But these attractions are by no means all that the Vancouver Island tourism region has to offer. Vancouver Island is North America's largest offshore island, with a small population for its size. Its few roads are very winding, and they afford an opportunity to appreciate the island's natural environment and many miles of coastline. Pacific Rim National Park, on the Island's west coast, is a narrow strip of land running some 130 kilometres along the ocean. Here visitors can hike the West Coast Trail, go whale-watching, fish for salmon, bask on the fine sands of Long Beach, view sea lions and admire the century-old trees, 60 metres high, in Cathedral Grove.

There were nearly 1.8 million visitors to the Vancouver Island tourism region in 1997, distributed mainly among the Nanaimo, provincial capital (Victoria) and Strathcona areas, the latter being the site of a provincial park. Visitors came primarily by automobile, either from another place on the Island or from the mainland by car ferry, although other transportation modes moved 15% of visitors to the region. In terms of commercial transportation, boats were the mode most used to reach the Island, while planes ranked second. Overall, 10% of the visitors to the region used a boat or plane as their primary mode.

Of the ten most visited tourism regions, Vancouver Island was the one with the greatest proportion of visitors who went shopping. As in the Quebec City tourism region analysed below, 46% of visitors went shopping in the Vancouver Island region during their trip. Another activity favoured by visitors to the region was sightseeing; nearly half took at least one sightseeing tour in 1997. Pacific Rim National Park and Strathcona Provincial Park also attracted nearly 350,000 visitors, or 20% of all visitors to the region, representing the largest share among the ten most visited tourism regions.

Overnight visitors remained on the Island for an average of 3.9 nights, the highest average among the ten most visited tourism regions. In all, 3.5 million nights were spent in the region. Of those, 2.6 million, or 75%, were spent in commercial

accommodation. One-third of all nights were spent in campgrounds and trailer parks, the most popular type of commercial accommodation used by visitors in the region.

It was during the summer quarter that the greatest number of visitors travelled to the Vancouver Island region, accounting for 46% of the total. Compared to the other most visited tourism regions, both the spring months and the winter months attracted few visitors (17% and 16% respectively).

In 1997, more than two visitors in three were residents of the Island. Among the ten most visited tourism regions, this was the highest proportion of travellers visiting their own region. The size of the Island is such that it is easy to travel a distance of 80 kilometres from home, which is the minimum distance for a movement to be considered a trip. For example, the cities of Victoria and Nanaimo are approximately 80 kilometres apart, and therefore all movements between them are considered trips. The other visitors arrived mainly from the Southwestern British Columbia region.

On average, visitors spent \$136 per visit in the region, for a total of \$244 million. The average expenditure per visit was \$65 for same-day visitors and \$207 for overnight visitors. The restaurant and accommodation industries took in nearly

Text Table 4.18
Summary of Visits to Vancouver Island, Pleasure Trips, 1997

Vancouver Island, British Columbia		Vancouver Island	Total visits in Canada
Total person-visits	000	1,786	48,667
Total person-nights	000	3,500	86,294
Total expenditures	\$000,000	244	4,901
All visitors			
Share of visitors from the same tourism region	%	67	26
Share of visitors from the same province	%	91	86
Share of trips by automobile	%	85	93
Share of trips in summer quarter	%	46	46
Share of overnight visitors	%	50	56
Average expenditure per person-visit	\$	136	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	75	56
Share of person-nights in private cottages	%	9	28
Average number of nights during visit	nights	3.9	3.2
Average expenditure per person-night	\$	53	45
Average expenditure per person-visit	\$	207	144
Same-day visitors			
Average expenditure per person-visit	\$	65	45

Quebec City tourism region

\$75 million and \$59 million respectively. The amount spent for vehicle rental and operation totalled \$43 million. This figure reflects the fact that 15% of visitors travelled to the Island using a commercial mode of transportation, and many of them rented a car to get around the region.

The most visited tourism region in Quebec

The Quebec City tourism region abounds with visitor attractions. Historic Quebec City, capital of the province of Quebec, was the first city in North America to be placed on UNESCO's prestigious world heritage list. The purpose of that list is to identify places that are of universal value because of their natural or cultural attributes, so as to ensure that they are protected for future generations. Quebec, which means "where the river narrows" in Algonquin, is the only fortified city in North America. A number of historic sites, such as the Citadel, Artillery Park and Battlefields Park, are well worth a visit. The Plains of Abraham and the Promenade des Gouverneurs offer panoramic views of Quebec City and the St. Lawrence River. Large numbers of Canadian and foreign visitors are also attracted by the city's summer festival, known throughout the world as the foremost Francophone performing arts event. The Quebec Carnival is a winter event that exploits the beauties of the Quebec winter. Visitors can admire traditional and modern works of art at the Musée de Québec, the Musée de la civilisation and the Musée de l'Amérique française.

Beyond the festivals, museums and historic sites in Quebec City, the tourism region that bears that city's name covers the surrounding area, which includes charming villages and communities dating from the French regime. Other enjoyable places to visit are Île d'Orléans with its many churches and the Beauport shore, with Parc de la Chute-Montmorency, the shrine of Saint-Anne-de-Beauport and Saint-Joachim Church.

The Quebec City tourism region attracted large numbers of visitors from Quebec's other tourism regions as well as from other provinces. Very few visitors were themselves residents of the Quebec City tourism region. Because of the small geographic area occupied by this region and the distance required for a movement to qualify as a trip, it is difficult to make a trip within the region. The tourism regions from which visitors to this region came included Coeur-du-Québec (20%), a vast neighbouring region that includes several urban centres, Montérégie (17%), the tourism region situated to the south of Montreal, and the Chaudières-Appalaches region (12%), which borders on the Quebec City tourism region.

Among the most visited tourism regions, it was in Quebec City that the greatest share of visitors went shopping (46%), visited museums and art galleries (14%), historic sites (14%), zoos and natural exhibits (10%) or attended festivals, fairs or exhibitions (10%). It was also in the Quebec City region that the largest number of visitors went cross-country skiing (117,000), at locations such as Mont Ste-Anne, Camp Mercier, Stoneham and Duchesnay.

Most visitors to the Quebec City tourism region spent at least one night there. They came to the region largely by automobile, but some 113,000 persons, or 7% of visitors to the region, came by bus. While the region received the greatest share of its visitors during the summer season, it also received another 21% of them during the winter quarter. The Quebec Carnival is held in February, and a

number of other activities take place at that time. Like Winterlude in the National Capital Region, the Quebec Carnival attracts visitors from every part of Quebec and during one of the coldest months of winter.

In 1997, visitors contributed \$229 million to the region's economy. They spent \$71 million in commercial accommodation, which amounts to \$70 per visitor per night, the highest average for any of the ten tourism regions. It should be noted that 36% of nights were spent in hotels, a factor that tends to increase the accommodation bill. After Toronto, this was the tourism region with the greatest number of nights spent in hotels. The restaurant industry also benefited, since \$64 million was spent on food and beverages, including \$56 million in restaurants. On average, Canadians spent \$137 per visit to this region, the highest per-visit amount of all ten most visited tourism regions.

Text Table 4.19
Summary of Visits to Quebec Tourism Region, Pleasure Trips, 1997

Quebec, Quebec		Quebec	Total visits in Canada
Total person-visits	000	1,676	48,667
Total person-nights	000	2,322	86,294
Total expenditures	\$000,000	229	4,901
All visitors			
Share of visitors from the same tourism region	%	4	26
Share of visitors from the same province	%	89	86
Share of trips by automobile	%	91	93
Share of trips in summer quarter	%	41	46
Share of overnight visitors	%	60	56
Average expenditure per person-visit	\$	137	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	77	56
Share of person-nights in private cottages	%	4	28
Average number of nights during visit	nights	2.3	3.2
Average expenditure per person-night	\$	79	45
Average expenditure per person-visit	\$	183	144
Same-day visitors			
Average expenditure per person-visit	\$	67	45

Southwestern Ontario

Sixth-ranking tourism region in Ontario

Southwestern Ontario, the most southerly tourism region, attracted more than 1.6 million visitors in 1997. The southernmost point in this region lies at the same latitude as northern California and the cities of Barcelona and Rome. The region enjoys a mild climate, and this, along with its rich soil, makes it conducive to farming, fruit and vegetable growing and wine production. This region includes the country's only deciduous forest, which contains more tree species than any

other woodland in Canada. The waves of lakes Erie and Huron have fashioned the finest freshwater beaches in the world. Point Pelee National Park is a refuge for some 345 species of birds and also monarch butterflies; Canada's smallest national park, it is also one of the most popular with summer visitors.

Since 1952 the town of Stratford has hosted the Stratford Festival, ranked as one of the three great theatres in the English-speaking world and the largest Shakespearean festival in North America. Like the English town of Stratford-upon-Avon, the Ontario town is crossed by the Avon River and has a number of bed-and-breakfasts, fine restaurants and English gardens.

With its two large urban areas of London and Windsor, the Southwestern Ontario tourism region also tempts visitors with attractions that are more often associated with cities: art galleries, parks and public gardens. The city of Windsor, which lies along the United States border across from Detroit, is one of Canada's busiest border crossings. Its casino, the first in Ontario, attracts a sizeable number of visitors. But while there are probably many Canadians who enjoy gambling, this is not something that they do during a trip. Few Canadians visiting the region took the opportunity to spend money at its casino.

Visitors to Southwestern Ontario generally spent only a day there, and therefore, of the ten most visited tourism regions, this was the one with the lowest number of nights, namely 1.8 million. Most visitors who stayed overnight stayed in commercial accommodation, especially campgrounds.

Overnight visits were particularly numerous in the summer quarter, when three visitors in five spent at least one night in the region. It was only in summer that overnight visitors outnumbered same-day visitors. Many of them took advantage of the summer season to enjoy the camping experience. On average, visitors spent one night in the region, but during the summer quarter, the average was nearly two nights. Few visitors travelled to the Southwestern Ontario region during the winter quarter, but in April, May and June nearly 350,000 were drawn there. This represented 21% of visitors to the region for the year, the largest spring share among all the tourism regions studied. The Stratford Festival which attracts theater lovers starts at this time of year.

The most popular activities in the Southwestern Ontario region included shopping, visiting friends and relatives, attending a sports event, and sightseeing. The city of London is promoting itself as a centre for amateur sports, and this region had the largest proportion of visitors attending a sports event. Among other sports, minor hockey and baseball teams attracted 331,000 visitors in 1997, or 20% of all visitors to the region. Visitors not only attended sports events but also participated actively. Swimming, walking or hiking and other unspecified sports activities occupied more than one person in four visiting the region.

Visitors to the region spent less compared to the other most visited tourism regions. Accommodation expenditures were low, since most visitors were there for only the day or stayed in campgrounds. In all, the region received \$104 million, for an average of \$63 per visit. Visitors' largest expenditure item was food and beverages, on which they spent \$31 million in the region.

Text Table 4.20
Summary of Visits to Southwestern Ontario, Pleasure Trips, 1997

Southwestern Ontario, Ontario		Southwestern Ontario	Total visits in Canada
Total person-visits	000	1,641	48,667
Total person-nights	000	1,821	86,294
Total expenditures	\$000,000	104	4,901
All visitors			
Share of visitors from the same tourism region	%	59	26
Share of visitors from the same province	%	99	86
Share of trips by automobile	%	96	93
Share of trips in summer quarter	%	41	46
Share of overnight visitors	%	40	56
Average expenditure per person-visit	\$	63	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	74	56
Share of person-nights in private cottages	%	10	28
Average number of nights during visit	nights	2.8	3.2
Average expenditure per person-night	\$	38	45
Average expenditure per person-visit	\$	105	144
Same-day visitors			
Average expenditure per person-visit	\$	36	45

Alberta's Heartland

A great place for outdoor enthusiasts

Alberta's Heartland, a vast tourism region, attracted more than 1.5 million visitors. Travellers moving on a north-south axis in the direction of Edmonton or Calgary pass through this tourism region on a major freeway. In the centre, the city of Red Deer receives visitors who stop there for one or more nights. The region features several museums, parks that lend themselves to outdoor activities, and numerous lakes. The northwestern part of the region, crossed by a major highway running east-west out of Edmonton, is also a resort area for visitors seeking the tranquility of nature.

Many visitors to this region who were travelling for pleasure also took the opportunity to visit friends and relatives. In fact, 48% of them did so, the highest percentage among the ten most visited tourism regions. They also went sightseeing, shopped or attended sports events. Sports and outdoor activities were quite popular in this part of Canada, and this tourism region had the highest percentage of visitors engaging in such activities, namely 58%. Among the most popular sports activities were walking or hiking, swimming and other water-based activities, fishing, and bird and wildlife viewing. It was in this tourism region that the greatest number of visitors (123,000) engaged in bird and wildlife viewing.

Visitors to the region came mainly by car, and most of them came from Edmonton and area, the Heartland region itself, or Calgary and area. In all, 87% of visitors came from one of these three tourism regions. In 45% of cases, visitors to Alberta's Heartland were on a same-day trip, while 55% spent one or more nights there. For overnight stays, two nights out of three were spent in commercial accommodation. In most of these cases, visitors stayed in campgrounds or motels.

The greatest number of visitors to the region travelled there during the summer vacation season. The very cold months of the winter quarter drew considerably fewer visitors to the region: only 13% of visits in 1997 were made between January and March.

The spending levels in Alberta's Heartland were relatively low, totalling \$99 million, or \$65 per visit. Overnight travellers only spent \$28 per night compared to an average of \$45 for all tourism regions. The types of activities mainly engaged in by visitors to this region – visiting friends and relatives and outdoor activities – are generally not costly. Similarly, the type of commercial accommodation chosen, campgrounds and motels served to keep accommodation costs low.

Text Table 4.21
Summary of Visits to Alberta's Heartland, Pleasure Trips, 1997

Alberta's Heartland, Alberta		Alberta's Heartland	Total visits in Canada
Total person-visits	000	1,516	48,667
Total person-nights	000	2,901	86,294
Total expenditures	\$000,000	99	4,901
All visitors			
Share of visitors from the same tourism region	%	28	26
Share of visitors from the same province	%	93	86
Share of trips by automobile	%	94	93
Share of trips in summer quarter	%	51	46
Share of overnight visitors	%	55	56
Average expenditure per person-visit	\$	65	101
Overnight visitors			
Share of person-nights in commercial accommodation	%	67	56
Share of person-nights in private cottages	%	20	28
Average number of nights during visit	nights	3.5	3.2
Average expenditure per person-night	\$	28	45
Average expenditure per person-visit	\$	98	144
Same-day visitors			
Average expenditure per person-visit	\$	25	45

Conclusion

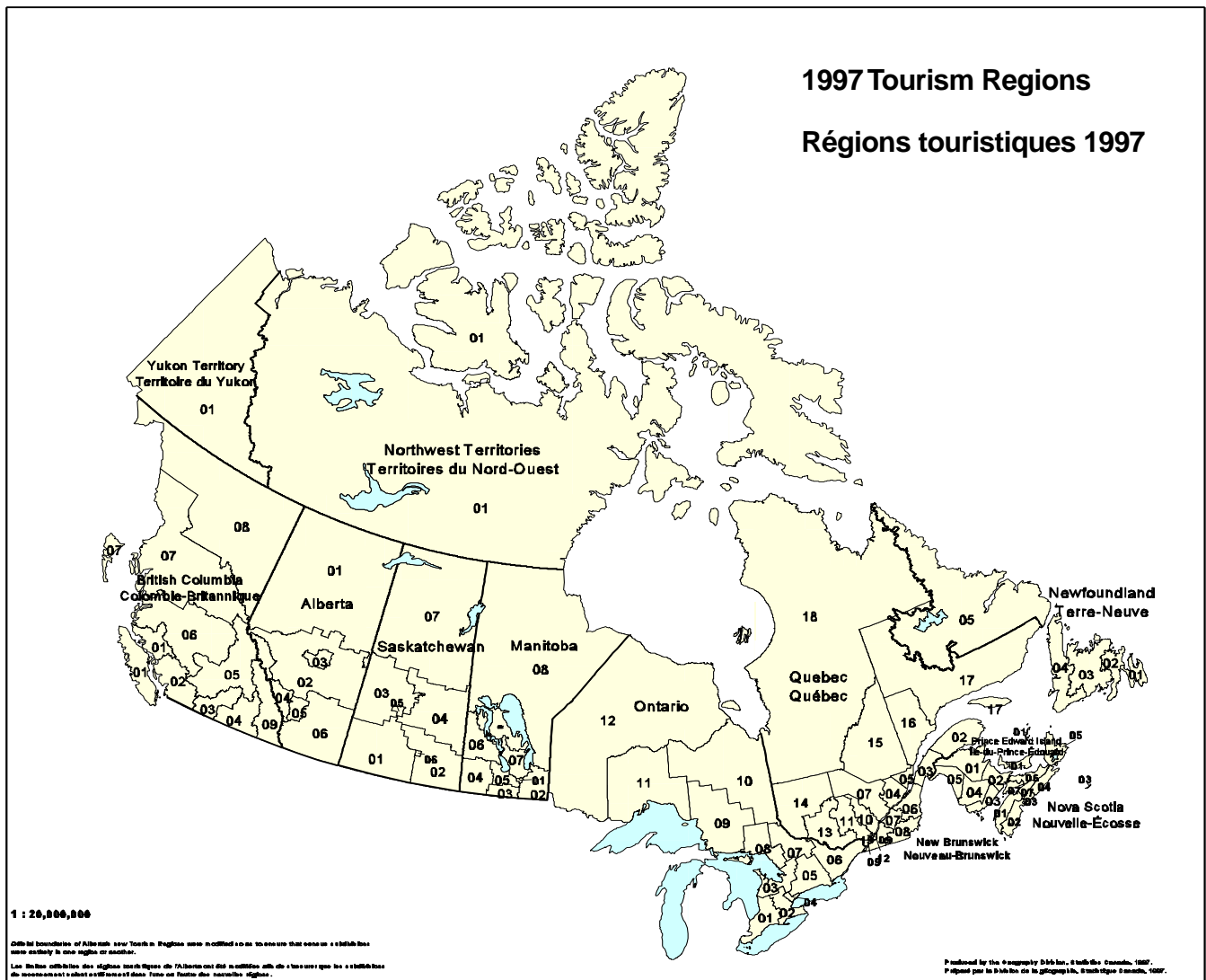
The attraction of the ten most visited tourism regions is quite varied with each region demonstrating unique visitation characteristics. Some regions attract nature lovers, while for others, it is the big city atmosphere that appeals. Seasonal patterns show that certain regions appeal to Canadians during the winter months, while others are summer escapes for cottage owners or camping enthusiasts. Market origins of visitors also indicate that the pool of visitors is drawn from neighboring regions or in some cases the region itself. This information provides some regional market information that may be useful in developing marketing strategies and advertising campaigns.

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Appendice
Ten Most Visited Tourism Regions, 1997

Tourism Region	Province	Region number on map
Lakelands	Ontario	03
Ontario East	Ontario	06
Festival Country	Ontario	02
Metro Toronto	Ontario	04
Getaway Country	Ontario	05
Southwestern British Columbia	British Columbia	02
Vancouver Island	British Columbia	01
Quebec City	Quebec	04
Southwestern Ontario	Ontario	01
Alberta's Heartland	Alberta	02



CHAPTER 5

STATISTICAL TABLES

Notes Regarding Statistical Tables

Symbols

The following standard symbols are used in Statistics Canada publications:

- .. figures not available.
- nil or zero.

Sampling Variability

- G Since the coefficient of variation of the data is between 16.6 % and 25.0 % at one standard deviation, the data should be used with caution.
- H Since the coefficient of variation of the data is greater than 25.0 % at one standard deviation, the data cannot be released.

Footnotes

1. The total of visits for all CMAs (Canada level) is greater than the province visit total since more than one CMA may be visited during a provincial visit.
2. The Canada total exceeds the sum of the provinces because it includes Yukon, Northwest Territories and «not stated».
3. The total of person-trips by type of accommodation exceeds the total person-trips because more than one type of accommodation may be used on one trip.
4. The total of person-visits by type of accommodation exceeds the total person-visits because more than one type of accommodation may be used on one trip.
5. The total of expenditures by type of accommodation exceeds the total expenditures because it includes multiple counting where more than one type of accommodation was used on a trip.
6. The activity total exceeds the total person-trips because more than one activity may be participated while on a trip.
7. The total exceeds the sum of the components because it includes the "not stated".

CHAPTER 5

Table 1
Summary of Total Domestic Travel by Province and Census Metropolitan Area, 1997

Characteristics	Person-trips (destination)	Person- visits ¹	Reallocated expenditures	Visit- nights
	Thousands			
Total Canada	128,177	129,885	16,413,366	220,279
Newfoundland	2,390	2,395	398,857	4,798G
Prince Edward Island	710	766	140,630	2,141
Nova Scotia	5,910	5,994	636,014	8,705
New Brunswick	3,308	3,531	425,980	6,049
Quebec	26,372	26,629	2,722,403	40,042
Ontario	45,078	45,268	5,112,139	67,427
Manitoba	5,122	5,201	642,686	8,719
Saskatchewan	7,664	7,858	799,602	12,621
Alberta	17,821	18,262	2,778,617	31,159
British Columbia	13,708	13,881	2,709,118	37,957
Yukon/Northwest Territories	95G	99G	47,321	661G
Total	128,177	134,108	16,413,366	220,279
Non-metropolitan area	73,192	76,987	7,082,752	134,363
St. John's	740	744	168,653	1,508G
Halifax	2,202	2,276	336,343	3,060
Saint-John	440	509	79,201	954G
Chicoutimi-Jonquière	303	313	H	869G
Québec	3,765	3,951	501,921	5,353
Sherbrooke	911	931	59,231G	1,154G
Trois-Rivières	682	704	H	H
Montréal	6,139	6,254	968,474	8,574
Ottawa-Hull	3,659	3,788	642,107	6,339
Oshawa	526	551	46,412G	H
Toronto	10,522	10,658	1,687,013	12,991
Hamilton	1,065	1,085	119,008	1,047G
St. Catharines-Niagara	2,238	2,253	292,928	2,266G
Kitchener	1,457	1,511	132,268	1,324G
London	2,537	2,569	208,897	2,368G
Windsor	720	732	71,733G	1,337G
Sudbury	640	688	83,434G	1,170G
Thunder Bay	281G	317	112,872	839G
Winnipeg	1,668	1,731	401,681	3,226
Regina	1,169	1,238	181,103	1,528G
Saskatoon	1,851	1,951	233,298	2,740
Calgary	3,380	3,771	907,211	7,335
Edmonton	3,945	4,153	791,748	7,062
Vancouver	2,900	3,093	980,412	9,139
Victoria	1,250	1,350	236,874	2,835

See footnote(s) at beginning of statistical tables.

Table 2a
Traveller Characteristics by Province of Destination, Total Travel, 1997

Characteristics	Province of destination										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-trips										
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Non-resident	16,372	190	580	858	902	3,493	3,397	804	1,228	2,403	2,423
Intraprovincial	111,805	2,200	130	5,051	2,406	22,879	41,682	4,318	6,436	15,418	11,286
Sex	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Under 15	20,258	339	139	922	456	3,778	7,226	874	1,365	3,001	2,152
Male 15 and over	58,201	1,055	264	2,590	1,529	12,528	20,230	2,307	3,176	8,273	6,192
Female 15 and over	49,719	997	307	2,398	1,323	10,067	17,623	1,941	3,123	6,546	5,365
Marital status	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Married or common-law	73,307	1,549	430	3,543	2,015	14,993	25,727	3,008	4,338	9,970	7,678
Single, never married (incl. children)	44,636	741	234	1,913	1,081	9,074	15,782	1,730	2,750	6,459	4,851
Widowed	3,277	44G	18G	137G	92G	657	1,309	165G	176	324	350
Separated or divorced	6,957	56G	28G	316	120G	1,648	2,261	219	400	1,068	829
Household income level	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Not stated	33,978	496	215	1,533	843	5,830	11,786	1,471	2,736	5,550	3,505
Less than \$20,000	10,627	326	52	585	285	2,489	2,924	467	817	1,381	1,291
\$20,000 - \$39,999	24,489	684	162	1,381	711	5,680	7,212	1,113	1,568	3,330	2,623
\$40,000 - \$59,999	24,999	416	137	1,251	778	5,421	8,776	1,020	1,285	3,403	2,492
\$60,000 - \$79,999	15,855	213	73	680	375	3,082	6,112	573	664	2,197	1,866
\$80,000 and over	18,230	255	70	481	316	3,870	8,268	477	594	1,960	1,931
Age	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Under 15	20,258	339	139	922	456	3,778	7,226	874	1,365	3,001	2,152
15 - 19 years	7,852	112G	27G	368	198	1,442	2,381	350	568	1,513	890
20 - 24	8,342	152G	29G	327	225	1,827	2,885	293	530	1,182	888
25 - 34	22,091	494	103	955	658	4,456	7,952	750	1,173	3,091	2,437
35 - 44	26,670	534	136	1,158	702	5,765	9,088	1,006	1,549	3,774	2,937
45 - 54	20,244	436	121	1,113	508	4,535	6,726	889	1,130	2,783	1,987
55 - 64	12,494	191	79	542	301	2,820	4,732	478	616	1,345	1,378
65 years and over	10,227	133G	76	526	259	1,750	4,089	480	732	1,132	1,040
Educational attainment	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Not stated/Under 15	20,258	339	139	922	456	3,778	7,226	874	1,365	3,001	2,152
0 - 8 years	5,188	196	27G	284	189	1,417	1,429	330	417	572	325
Some secondary education	15,399	386	84	937	382	2,453	5,226	783	1,143	2,444	1,551
High school diploma	18,286	261	92	638	515	2,817	6,957	800	1,165	2,782	2,247
Some post-secondary	10,647	156G	47	392	258	1,910	3,845	451	604	1,316	1,657
Post-secondary certificate/diploma	34,770	761	184	1,678	915	7,812	11,485	1,226	1,986	4,858	3,837
University degree	23,629	292	137	1,059	593	6,185	8,910	656	984	2,848	1,940
Type of occupation	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Managerial and other professional	35,486	509	165	1,457	950	8,380	12,299	1,344	1,788	4,970	3,585
Clerical/Sales/Service	28,200	449	157	1,182	788	5,543	10,173	1,064	1,642	4,087	3,104
Primary occupations	5,066	127G	26G	277	110G	609	768	408	797	1,239	703
Manufacturing/Construction/Transport	16,188	354	70	736	384	3,174	6,077	547	841	2,202	1,780
Never worked/none of the above	43,237	951	291	2,258	1,077	8,665	15,761	1,759	2,597	5,323	4,536

See footnote(s) at beginning of statistical tables.

Table 2b
Traveller Characteristics by Province of Destination, Overnight Travel, 1997

Characteristics	Province of destination										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-trips										
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Overnight travel	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Non-resident	13,489	190	490	746	668	2,427	2,654	727	1,041	2,132	2,336
Intraprovincial	52,239	1,037	25G	1,899	890	11,358	19,314	1,879	2,869	6,797	6,171
Sex	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Under 15	10,879	186	108	397	234	2,042	3,692	464	756	1,541	1,450
Male 15 and over	28,075	562	189	1,039	631	6,249	9,213	1,100	1,477	3,958	3,610
Female 15 and over	26,774	479	217	1,209	693	5,493	9,063	1,041	1,677	3,430	3,447
Marital status	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Married or common-law	35,920	754	310	1,474	905	7,533	11,983	1,454	2,125	4,680	4,660
Single, never married (incl. children)	24,434	416	180	953	553	5,041	8,203	942	1,520	3,518	3,088
Widowed	1,743	H	H	71G	H	338	660	97G	87G	195G	198G
Separated or divorced	3,631	H	15G	147G	H	872	1,122	113G	178	536	561
Household income level	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Not stated	18,080	272	150	696	404	3,153	6,069	776	1,369	2,867	2,312
Less than \$20,000	5,531	173G	31G	257	140G	1,318	1,474	235	379	750	766
\$20,000 - \$39,999	11,778	313	114	582	331	2,863	3,327	463	788	1,475	1,507
\$40,000 - \$59,999	12,585	220	102	548	351	2,655	4,245	526	729	1,673	1,521
\$60,000 - \$79,999	8,208	117G	53	322	198	1,637	2,817	311	365	1,181	1,190
\$80,000 and over	9,545	133G	64	242	134G	2,159	4,037	294	281	982	1,211
Age	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Under 15	10,879	186	108	397	234	2,042	3,692	464	756	1,541	1,450
15 - 19 years	4,055	52G	19G	192	98G	735	1,190	191	244	813	521
20 - 24	4,841	101G	22G	167	120G	1,075	1,554	194	363	739	502
25 - 34	12,099	262	73	456	329	2,478	4,134	402	645	1,683	1,621
35 - 44	13,161	245	105	504	282	3,025	4,230	489	791	1,694	1,781
45 - 54	9,712	173G	85	494	233	2,145	3,178	447	506	1,160	1,275
55 - 64	6,044	123G	51	215	143G	1,359	2,173	204	297	691	778
65 years and over	4,936	85G	53	219	119G	925	1,816	213	308	609	579
Educational attainment	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Not stated/Under 15	10,879	186	108	397	234	2,042	3,692	464	756	1,541	1,450
0 - 8 years	2,369	109G	20G	105G	78G	697	542	111G	177	311G	219G
Some secondary education	7,473	177	59	376	168G	1,140	2,519	396	492	1,268	872
High school diploma	9,233	113G	63	304	217	1,412	3,363	406	584	1,341	1,419
Some post-secondary	5,470	86G	36G	162	140G	1,028	1,710	278	341	775	906
Post-secondary certificate/diploma	17,560	365	122	794	454	4,166	5,424	550	1,040	2,362	2,264
University degree	12,744	192	106	508	267	3,300	4,718	401	520	1,331	1,378
Type of occupation	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Managerial and other professional	19,318	306	132	722	438	4,645	6,524	741	1,002	2,437	2,337
Clerical/Sales/Service	14,581	250	113	596	348	2,947	4,808	560	837	2,192	1,921
Primary occupations	1,760	H	H	98G	H	163G	268G	96G	251	437	364
Manufacturing/Construction/Transport	7,791	157G	38G	299	177G	1,571	2,671	296	483	1,048	1,038
Never worked/none of the above	22,278	482	221	931	559	4,457	7,698	911	1,338	2,816	2,847

See footnote(s) at beginning of statistical tables.

Table 3a
Trip Characteristics by Province of Destination, Total Travel, 1997

Characteristics	Province of destination										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-trips										
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Non-resident	16,372	190	580	858	902	3,493	3,397	804	1,228	2,403	2,423
Intraprovincial	111,805	2,200	130	5,051	2,406	22,879	41,682	4,318	6,436	15,418	11,286
Province of origin	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Newfoundland	2,330	2,200	5G	37	H	H	48G	-	-	H	H
Prince Edward Island	385G	H	130	91	134	H	19G	-	H	H	H
Nova Scotia	5,958	55	216	5,051	417	36G	141	H	H	H	H
New Brunswick	3,260	19G	207	388	2,406	125	99	H	H	H	H
Quebec	25,370	12G	36	46	193	22,879	2,032	27G	H	68G	70
Ontario	46,391	73	101	221	128	3,175	41,682	279	47	275	398
Manitoba	5,407	H	3G	H	H	H	471	4,318	287	186	106
Saskatchewan	7,793	H	3G	H	H	H	53G	233	6,436	870	181
Alberta	18,399	14G	8G	40	H	52G	279	182	737	15,418	1,638
British Columbia	12,884	11G	2G	20G	H	67G	253	74	153	967	11,286
Quarter	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
1st quarter (Jan.-March)	24,589	366	59	1,117	500	5,656	8,125	1,043	1,399	3,369	2,936
2nd quarter (Apr.-June)	28,785	513	115	1,366	684	6,087	10,201	1,175	1,814	4,100	2,716
3rd quarter (July-Sept.)	44,307	802	437	2,038	1,195	8,525	15,955	1,785	2,316	6,056	5,152
4th quarter (Oct.-Dec.)	30,496	710	99	1,389	928	6,104	10,797	1,119	2,135	4,296	2,903
Purpose⁷	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Visit friends or relatives	47,069	679	191	1,846	1,143	11,189	17,766	1,677	2,593	5,693	4,267
Pleasure	46,034	777	376	2,175	1,062	9,585	16,585	1,928	1,962	5,765	5,805
Personal	16,718	579	44G	1,031	535	2,441	4,937	823	1,722	3,071	1,521
Business	16,225	310	85	769	530	2,849	4,989	606	1,280	2,967	1,804
Convention (bus. and non-bus.)	2,042	44G	14G	88G	H	296G	759	79G	100G	321	302
Mode of transportation⁷	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Automobile	117,154	2,140	654	5,573	3,150	24,409	41,533	4,671	7,230	16,287	11,466
Plane	5,776	203	38G	246	94G	593	1,635	325	230	1,095	1,268
Bus	3,498	H	H	66G	H	921	1,326	105G	195	349	458
Rail	712	-	H	H	H	170G	467	H	-	H	H
Boat	450	H	H	H	H	H	H	-	H	-	366
Accommodation	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Accommodation types (multiple counts) ³											
Hotel	11,692	236	126	434	272	2,139	3,717	439	708	2,015	1,579
Motel	4,798	50G	104	285	217	758	1,307	105G	286	794	889
Bed and breakfast	612	H	30G	H	H	163G	188G	H	H	H	H
Resort or lodge	881	H	16G	H	H	121G	333	H	H	H	236G
Camping or trailer park	5,529	55G	69	188	108G	635	1,700	178G	229	1,018	1,339
Home of friends or relatives	34,017	747	207	1,415	846	7,386	10,710	1,366	2,302	4,735	4,267
Private cottage or vacation home	8,460	127G	33G	300	120G	2,245	3,701	506	387	467	574
Commercial cottage or cabin	1,062	H	37G	H	H	283G	325	H	67G	H	165G
Other	1,622	52G	H	75G	H	379	465	H	94G	169G	287G

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 3b
Trip Characteristics by Province of Destination, Overnight Travel, 1997

Characteristics	Province of destination										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-trips										
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Overnight travel	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Non-resident	13,489	190	490	746	668	2,427	2,654	727	1,041	2,132	2,336
Intraprovincial	52,239	1,037	25G	1,899	890	11,358	19,314	1,879	2,869	6,797	6,171
Province of origin	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Newfoundland	1,165	1,037	5G	35	H	H	48G	-	-	H	H
Prince Edward Island	193G	H	25G	73	65	H	19G	-	-	H	H
Nova Scotia	2,637	55	194	1,899	276	35G	136	H	H	H	H
New Brunswick	1,557	19G	139	296	890	101	96	H	H	H	H
Quebec	13,156	12G	36	46	169	11,358	1,364	27G	H	68G	70
Ontario	22,948	73	101	221	128	2,134	19,314	247	47	275	398
Manitoba	2,817	H	3G	H	H	H	406	1,879	204	183	106
Saskatchewan	3,994	H	3G	H	H	H	53G	189	2,869	682	181
Alberta	9,588	14G	8G	40	H	52G	279	182	633	6,797	1,551
British Columbia	7,672	11G	2G	20G	H	67G	253	74	151	887	6,171
Quarter	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
1st quarter (Jan.-March)	11,546	181	36G	443	228	2,803	3,390	439	701	1,695	1,620
2nd quarter (Apr.-June)	13,887	222	74	597	340	2,787	4,802	521	859	2,089	1,591
3rd quarter (July-Sept.)	26,003	509	353	1,012	616	5,148	8,947	1,047	1,449	3,265	3,613
4th quarter (Oct.-Dec.)	14,291	316	51	594	375	3,047	4,830	599	901	1,880	1,683
Purpose⁷	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Visit friends or relatives	28,153	468	149	1,085	720	6,460	9,670	1,072	1,770	3,524	3,211
Pleasure	24,764	427	290	966	485	5,302	8,504	959	1,136	3,072	3,609
Personal	5,088	156G	22G	276	142G	800	1,452	286	521	860	567
Business	6,165	147G	43G	238	186	1,030	1,752	223	394	1,212	908
Convention (bus. and non-bus.)	1,502	H	H	80G	H	187G	565	57G	83G	260G	203G
Mode of transportation⁷	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Automobile	57,402	980	465	2,346	1,425	12,492	19,440	2,208	3,591	7,689	6,739
Plane	5,111	202	37G	233	94G	506	1,393	316	197	935	1,149
Bus	2,035	H	H	H	H	550	654	69G	113G	248G	298G
Rail	564	-	H	H	H	115G	380	H	-	H	H
Boat	294G	H	H	H	H	H	H	-	H	-	218G
Accommodation	65,727	1,227	514	2,645	1,558	13,784	21,968	2,606	3,910	8,929	8,507
Accommodation types (multiple counts) ³											
Hotel	11,692	236	126	434	272	2,139	3,717	439	708	2,015	1,579
Motel	4,798	50G	104	285	217	758	1,307	105G	286	794	889
Bed and breakfast	612	H	30G	H	H	163G	188G	H	H	H	H
Resort or lodge	881	H	16G	H	H	121G	333	H	H	H	236G
Camping or trailer park	5,529	55G	69	188	108G	635	1,700	178G	229	1,018	1,339
Home of friends or relatives	34,017	747	207	1,415	846	7,386	10,710	1,366	2,302	4,735	4,267
Private cottage or vacation home	8,460	127G	33G	300	120G	2,245	3,701	506	387	467	574
Commercial cottage or cabin	1,062	H	37G	H	H	283G	325	H	67G	H	165G
Other	1,622	52G	H	75G	H	379	465	H	94G	169G	287G

See footnote(s) at beginning of statistical tables.

Table 4a
Trip Characteristics by Province Visited, Total Visits, 1997

Characteristics	Province visited										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-visits										
Total visits	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Province of origin	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
Newfoundland	2,371	2,207	7G	47	17G	H	55G	-	H	H	H
Prince Edward Island	394G	H	130	91	137	H	20G	H	H	H	H
Nova Scotia	6,033	54	215	5,071	438	56G	146	12G	H	H	H
New Brunswick	3,311	19G	215	393	2,423	142	100	H	H	H	H
Quebec	25,506	11G	50	56	244	22,949	2,017	26G	H	74	70
Ontario	46,944	73	124	252	245	3,296	41,834	308	75	325	401
Manitoba	5,528	H	6G	H	H	H	476	4,344	335	216	106
Saskatchewan	7,943	H	4G	H	H	H	55G	237	6,494	946	182
Alberta	18,677	14G	9G	42	H	60G	298	186	777	15,600	1,657
British Columbia	13,178	11G	6G	27G	H	71G	267	85	165	1,057	11,433
Quarter	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
1st quarter (Jan.-March)	24,715	368	60	1,120	509	5,665	8,156	1,047	1,412	3,417	2,943
2nd quarter (Apr.-June)	28,996	512	116	1,370	698	6,111	10,238	1,189	1,845	4,168	2,736
3rd quarter (July-Sept.)	45,437	805	490	2,105	1,378	8,698	16,052	1,838	2,427	6,321	5,272
4th quarter (Oct.-Dec.)	30,737	711	100	1,399	947	6,155	10,822	1,127	2,174	4,355	2,930
Purpose⁷	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
Visit friends or relatives	47,686	681	199	1,864	1,195	11,278	17,836	1,708	2,694	5,863	4,338
Pleasure	46,831	778	417	2,226	1,205	9,709	16,647	1,953	2,016	5,985	5,881
Personal	16,811	580	46	1,034	538	2,447	4,951	836	1,744	3,090	1,531
Business	16,383	310	89	781	554	2,876	5,023	615	1,292	2,990	1,817
Convention (bus. and non-bus.)	2,084	45G	14G	89G	H	306	768	82G	105G	330	305
Mode of transportation⁷	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
Automobile	118,525	2,141	693	5,631	3,340	24,626	41,655	4,728	7,408	16,629	11,628
Plane	6,048	206	52	269	113G	621	1,697	346	240	1,178	1,278
Bus	3,529	H	H	69G	H	915	1,327	106G	200	357	460
Rail	733	-	H	H	H	184G	470	H	H	H	H
Boat	455	H	H	H	H	H	H	-	H	-	366
Accommodation	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Accommodation types (multiple counts) ⁴											
Hotel	11,931	230	119	435	341	2,182	3,777	428	747	2,095	1,550
Motel	4,950	H	96	274	275	810	1,278	98G	329	846	905
Bed and breakfast	624	H	25G	H	H	183G	182G	H	H	H	H
Resort or lodge	879	H	16G	H	H	117G	333	H	H	H	238G
Camping or trailer park	5,787	53G	85	208	155G	659	1,711	191	249	1,095	1,371
Home of friends or relatives	34,339	744	176	1,432	874	7,436	10,765	1,389	2,341	4,911	4,237
Private cottage or vacation home	8,459	125G	25G	301	121G	2,254	3,702	504	382	467	577
Commercial cottage or cabin	1,062	H	38G	H	H	283G	324	H	67G	H	164G
Other	1,636	52G	H	65G	H	398	466	H	100G	175G	284G

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 4b
Trip Characteristics by Province Visited, Overnight Visits, 1997

Characteristics	Province visited										
	Canada ²	Nfld.	P.E.I.	N.S.	N.B.	Que.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-visits										
Total visits	129,885	2,395	766	5,994	3,531	26,629	45,268	5,201	7,858	18,262	13,881
Same-day	62,450	1,163	195	3,264	1,749	12,588	23,110	2,516	3,754	8,892	5,201
Overnight	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Province of origin	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Newfoundland	1,206	1,044	7G	44	17 G	H	55G	-	H	H	H
Prince Edward Island	202G	H	25G	73	69	H	19G	H	H	H	H
Nova Scotia	2,712	54	194	1,919	298	55G	140	12G	H	H	H
New Brunswick	1,607	19G	146	301	907	119	98	H	H	H	H
Quebec	13,292	11G	50	56	220	11,428	1,349	26G	H	74	70
Ontario	23,502	73	124	252	245	2,255	19,466	275	75	325	401
Manitoba	2,938	H	6G	H	H	H	411	1,905	253	214	106
Saskatchewan	4,145	H	4G	H	H	H	55G	193	2,928	758	182
Alberta	9,865	14G	9G	42	H	60G	298	186	674	6,979	1,570
British Columbia	7,967	11G	6G	27G	H	71G	267	85	164	977	6,319
Quarter	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
1st quarter (Jan.-March)	11,672	182	37G	445	237	2,812	3,421	443	714	1,743	1,627
2nd quarter (Apr.-June)	14,098	221	75	602	353	2,811	4,838	535	890	2,157	1,611
3rd quarter (July-Sept.)	27,133	512	406	1,079	798	5,321	9,044	1,100	1,561	3,530	3,732
4th quarter (Oct.-Dec.)	14,531	317	53	604	394	3,097	4,854	607	940	1,940	1,710
Purpose⁷	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Visit friends or relatives	28,770	470	157	1,102	772	6,549	9,740	1,103	1,871	3,694	3,283
Pleasure	25,561	428	331	1,017	628	5,426	8,566	984	1,190	3,291	3,684
Personal	5,181	157G	24G	279	145G	806	1,466	298	544	879	577
Business	6,322	147G	48	250	210	1,057	1,786	232	406	1,235	920
Convention (bus. and non-bus.)	1,544	H	H	81G	H	197G	573	59G	87G	269G	206G
Mode of transportation⁷	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Automobile	58,773	981	505	2,404	1,615	12,708	19,562	2,265	3,769	8,031	6,901
Plane	5,382	205	51	255	112G	534	1,455	337	206	1,018	1,159
Bus	2,066	H	H	52G	H	544	655	70G	118G	257G	300G
Rail	584	-	H	H	H	129G	382	H	H	H	H
Boat	300G	H	H	H	H	H	H	-	H	-	218G
Accommodation	67,435	1,232	571	2,730	1,782	14,041	22,158	2,685	4,105	9,370	8,680
Accommodation types (multiple counts) ⁴											
Hotel	11,931	230	119	435	341	2,182	3,777	428	747	2,095	1,550
Motel	4,950	H	96	274	275	810	1,278	98G	329	846	905
Bed and breakfast	624	H	25G	H	H	183G	182G	H	H	H	H
Resort or lodge	879	H	16G	H	H	117G	333	H	H	H	238G
Camping or trailer park	5,787	53G	85	208	155G	659	1,711	191	249	1,095	1,371
Home of friends or relatives	34,339	744	176	1,432	874	7,436	10,765	1,389	2,341	4,911	4,237
Private cottage or vacation home	8,459	125G	25G	301	121G	2,254	3,702	504	382	467	577
Commercial cottage or cabin	1,062	H	38G	H	H	283G	324	H	67G	H	164G
Other	1,636	52G	H	65G	H	398	466	H	100G	175G	284G

See footnote(s) at beginning of statistical tables.

Table 5a
Reallocated Expenditures by Trip Characteristics, Total Visits, 1997

Characteristics	Province of Expenditure										
	Canada ²	Nfld.	P.E.I.	N.S.	N.-B.	Qué.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of dollars										
Total visits	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Same-day visits	3,178,462	68,299G	7,732G	132,235	82,533	528,328	1,075,820	120,076	215,967	613,696	330,958
Overnight visits	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Point of origin expenditures	2,488,721	61,599G	16,213	116,036	70,103	302,383	783,665	158,433	94,587G	477,200	408,500
Province of origin	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Newfoundland	369,915	300,561	3,252	14,083G	4,587G	H	24,934	-	H	H	5,713G
Prince Edward Island	62,477	H	22,978	12,450G	15,017	H	6,271G	76G	H	H	905G
Nova Scotia	630,864	19,548G	35,504	419,913	58,015	13,750G	52,630	3,780G	H	H	15,000
New Brunswick	372,716	H	20,358	46,619	220,619	28,347G	40,898	661G	H	H	3,699G
Quebec	2,629,706	12,776G	8,742	15,243G	63,379	2,148,928	275,492	12,492	H	42,739	42,813
Ontario	5,501,363	29,867	38,946	90,199	56,418	431,478	4,334,318	85,712	19,583G	161,025	249,976
Manitoba	698,727	H	1,645	H	3,879G	H	78,160	444,876	43,001	67,232	40,278
Saskatchewan	909,841	H	1,311	H	965G	H	28,308	32,095	604,688	167,723	65,561
Alberta	2,806,627	13,268G	6,649	16,978G	1,496G	31,582G	144,923	35,545	92,067	2,072,574	380,751
British Columbia	2,431,130	12,984G	1,246	13,955G	1,606G	39,563	126,204	27,448	37,402	243,612	1,904,422
Quarter	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
1st quarter (Jan.-March)	2,934,128	57,768G	8,371G	103,502	47,147G	561,503	953,183	119,613	147,933G	410,529	519,324
2nd quarter (Apr.-June)	3,614,438	59,139G	21,198	149,850	80,093	560,572	1,064,828	138,009	184,170	690,751	662,111
3rd quarter (July-Sept.)	5,805,752	178,136	93,134	237,257	195,166	975,883	1,768,839	193,394	235,640	903,435	993,810
4th quarter (Oct.-Dec.)	4,059,048	103,814	17,927	145,404	103,574	624,445	1,325,290	191,669	231,859	773,901	533,872
Purpose⁷	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Visit friends or relatives	3,618,650	80,698G	24,691	143,767	87,862	573,379	1,192,843	151,616	191,469	550,597	616,622
Pleasure	5,483,109	131,628	80,312	215,398	151,157	1,067,688	1,734,835	153,016	204,263	751,624	986,859
Personal	1,642,555	54,724G	6,158G	77,593	47,093G	213,237	385,370	90,861	147,810G	374,982	235,882
Business	4,704,442	113,512	22,964	161,924	126,464	733,581	1,452,340	210,089	212,201	932,961	712,847
Convention (bus. and non-bus.)	961,891	H	6,487G	37,333G	H	134,180G	344,820	37,104G	H	168,249G	156,908
Mode of transportation⁷	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Automobile	10,373,371	203,699	107,177	408,506	302,658	1,924,794	3,184,487	342,250	637,592	1,711,939	1,533,608
Plane	5,147,601	181,844	30,509	212,502	98,871	580,069	1,578,434	282,882	137,011G	984,411	1,030,998
Bus	531,534	H	H	H	H	118,404G	202,247	H	H	67,037G	65,206G
Rail	204,359	H	H	H	H	56,387G	120,028	H	H	H	13,366G
Boat	79,171	H	H	H	H	H	H	-	H	-	54,847G
Accommodation	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Accommodation types (multiple counts) ⁵											
Hotel	4,386,180	127,669	37,080	147,635	111,635	732,078	1,401,096	154,881	173,572G	717,331	761,309
Motel	1,340,210	H	28,453	54,493G	66,757	214,437	309,823	22,393G	71,275G	266,678	291,372
Bed and breakfast	205,230	H	7,646G	H	H	65,873G	46,875G	H	H	H	38,948G
Resort or lodge	278,809	H	H	H	H	H	104,355	H	H	H	68,759G
Camping or trailer park	678,572	H	11,133G	H	21,069G	68,668G	155,575	19,296G	H	133,332G	201,256
Home of friends or relatives	3,524,354	117,242	19,408	140,379	72,789	570,455	962,934	140,544	202,755	588,110	702,564
Private cottage or vacation home	602,362	H	H	H	H	141,365G	233,673	26,769G	H	H	81,342G
Commercial cottage or cabin	249,633	H	9,524G	H	H	H	90,071G	H	H	H	54,554G
Other	427,785	H	H	H	H	125,765G	105,714	H	H	H	95,333G
Reallocated expenditures	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Vehicle rental	342,299	H	H	H	H	60,110G	88,012G	H	H	H	59,757G
Vehicle operation (incl. gas and repairs)	2,838,542	54,100G	25,352	121,174	81,170	529,499	861,341	107,962	198,076	462,696	388,391
Local transportation	145,682	H	H	H	H	H	62,077G	H	H	H	25,916G
Transportation fares (planes, bus, etc.)	3,301,471	93,043	13,522G	118,906	66,528	409,247	1,087,118	183,595	105,366G	616,456	607,691
Food and beverages (in restaurants and bars)	2,939,375	61,289G	32,160	120,878	78,832	552,774	934,370	100,342	135,393G	446,061	468,976
Food and beverages (in stores during trip)	839,221	H	6,570G	30,129G	H	124,690G	215,099	42,588G	58,035G	155,362G	159,343
Accommodation	2,818,125	54,966G	36,479	107,508	80,086	517,956	876,527	82,629	105,420G	430,892	512,494
Recreation and entertainment	1,050,641	H	10,133G	27,901G	H	190,691	383,694	23,592G	H	152,733G	180,054
Clothing	1,143,345	49,644G	6,475G	51,264G	41,497G	187,714	338,043	39,764G	66,950G	202,777	156,809
Other costs	994,662	H	6,162G	33,861G	31,265G	124,809G	265,859	46,287G	75,589G	235,394	149,685

See footnote(s) at beginning of statistical tables.

CHAPTER 5

Table 5b
Reallocated Expenditures by Trip Characteristics, Overnight Visits, 1997

Characteristics	Province of Expenditure										
	Canada ²	Nfld.	P.E.I.	N.S.	N.-B.	Qué.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of dollars										
Total visits	16,413,366	398,857	140,630	636,014	425,980	2,722,403	5,112,139	642,686	799,602	2,778,617	2,709,118
Same-day visits	3,178,462	68,299G	7,732G	132,235	82,533	528,328	1,075,820	120,076	215,967	613,696	330,958
Overnight visits	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Point of origin expenditures	2,488,721	61,599G	16,213	116,036	70,103	302,383	783,665	158,433	94,587G	477,200	408,500
Province of origin	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Newfoundland	239,858	170,662	3,252	13,924G	4,587G	H	24,934	-	H	H	5,713G
Prince Edward Island	35,105	H	H	12,053G	9,265G	H	6,205G	76G	H	H	905G
Nova Scotia	378,059	19,548G	34,626	174,956	51,727	13,735G	51,964	3,780G	H	H	15,000
New Brunswick	226,863	H	18,448	44,226	80,854	27,086G	40,742	293G	H	H	3,699G
Quebec	1,806,017	12,776G	8,742	15,243G	62,548	1,349,588	251,974	12,492	H	42,739	42,813
Ontario	3,633,172	29,867	38,946	89,833	56,418	401,384	2,501,055	81,244	19,583G	161,025	249,976
Manitoba	420,483	H	1,645	H	3,879G	H	76,347	173,073	39,679	65,925	40,278
Saskatchewan	592,610	H	1,311	H	965G	H	28,306	30,224	299,483	157,570	65,561
Alberta	1,728,945	13,268G	6,649	16,978G	1,496G	31,582G	144,923	35,545	90,065	999,531	378,179
British Columbia	1,685,073	12,984G	1,246	13,955G	1,606G	39,563	126,204	27,448	37,377	237,219	1,167,536
Quarter	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
1st quarter (Jan.-March)	1,867,943	H	4,686G	50,206G	26,844G	376,691	583,201	55,390G	94,210G	281,667	365,856
2nd quarter (Apr.-June)	2,206,835	34,603G	15,892G	86,503	50,948G	349,491	626,077	74,466	109,486G	404,798	452,276
3rd quarter (July-Sept.)	4,279,862	148,901	84,866	166,146	142,892	746,163	1,269,818	121,754	169,918G	607,225	791,347
4th quarter (Oct.-Dec.)	2,391,543	60,343G	11,240G	84,887	52,661G	419,347	773,558	112,566	115,435G	394,031	360,181
Purpose⁷	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Visit friends or relatives	2,558,585	60,463G	19,366	100,181	64,295	418,636	794,621	104,569	143,929G	389,827	457,743
Pleasure	4,065,410	93,006	73,447	154,629	112,641	814,209	1,192,255	91,421	141,338G	559,376	826,759
Personal	785,280	H	4,060G	31,579G	H	129,654G	204,606	47,515G	70,456G	125,107G	122,051
Business	2,688,006	77,041G	15,463G	77,583	69,511	439,727	801,840	98,472	106,844G	520,658	456,042
Convention (Bus. and non-bus.)	648,675	H	4,349G	H	H	89,465G	259,104	22,200G	H	92,752G	107,065
Mode of transportation⁷	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Automobile	7,460,663	132,487	94,111	269,328	212,462	1,421,996	2,245,644	223,096	421,763	1,179,634	1,246,234
Plane	2,637,997	123,827	20,889	109,024	45,339G	309,443	769,276	131,669	H	442,104	603,259
Bus	368,436	H	H	H	H	91,465G	117,616	H	H	H	53,370G
Rail	147,389	-	H	H	H	H	94,491G	H	H	H	13,255G
Boat	68,629	H	H	H	H	H	H	-	H	-	45,898G
Accommodation	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Accommodation types (multiple counts) ⁵											
Hotel	4,386,180	127,669	37,080	147,635	111,635	732,078	1,401,096	154,881	173,572G	717,331	761,309
Motel	1,340,210	H	28,453	54,493G	66,757	214,437	309,823	22,393G	71,275G	266,678	291,372
Bed and breakfast	205,230	H	7,646G	H	H	65,873G	46,875G	H	H	H	38,948G
Resort or lodge	278,809	H	H	H	H	H	104,355	H	H	H	68,759G
Camping or trailer park	678,572	H	11,133G	H	21,069G	68,668G	155,575	19,296G	H	133,332G	201,256
Home of friends or relatives	3,524,354	117,242	19,408	140,379	72,789	570,455	962,934	140,544	202,755	588,110	702,564
Private cottage or vacation home	602,362	H	H	H	H	141,365G	233,673	26,769G	H	H	81,342G
Commercial cottage or cabin	249,633	H	9,524G	H	H	H	90,071G	H	H	H	54,554G
Other	427,785	H	H	H	H	125,765G	105,714	H	H	H	95,333G
Reallocated expenditures	10,746,183	268,958	116,684	387,743	273,344	1,891,692	3,252,654	364,177	489,049	1,687,720	1,969,660
Vehicle rental	278,015	H	H	H	H	H	67,390G	H	H	H	54,348G
Vehicle operation (incl. gas and repairs)	1,903,803	37,169G	21,619	73,935G	55,527G	338,106	530,890	71,653	129,674G	321,747	314,703
Local transportation	121,579	H	H	H	H	H	49,696G	H	H	H	22,782G
Transportation fares (planes, bus, etc.)	640,242	29,776G	H	H	H	106,041G	235,601	24,072G	H	65,459G	160,557
Food and beverages (in restaurants and bars)	2,354,663	52,008G	29,913	92,915	63,425	422,658	714,848	81,205	103,691G	367,637	418,206
Food and beverages (in stores during trip)	570,848	H	6,197G	H	H	99,216G	167,268	20,840G	H	81,816G	113,662
Accommodation	2,818,125	54,966G	36,479	107,508	80,086	517,956	876,527	82,629	105,420G	430,892	512,494
Recreation and entertainment	828,452	H	9,804G	H	H	150,057G	266,368	19,621G	H	127,984G	159,246
Clothing	710,413	30,470G	4,545G	30,590G	H	116,442G	192,934	24,634G	H	130,855G	122,731
Other costs	520,041	H	5,346G	H	H	79,551G	151,131	25,817G	H	95,575G	90,927G

See footnote(s) at beginning of statistical tables.

Table 6
Activity Participation by Province of Destination, Total Travel, 1997

Characteristics	Province of Destination										
	Canada ²	Nfld.	P.E.I.	N.S.	N.-B.	Qué.	Ont.	Man.	Sask.	Alta.	B.C.
	Thousands of person-trips										
Total travel	128,177	2,390	710	5,910	3,308	26,372	45,078	5,122	7,664	17,821	13,708
Activity list (multiple counts)⁶											
Visit friends or relatives	69,777	1,322	322	3,016	1,621	15,102	24,541	2,872	4,401	9,655	6,875
Shop	33,884	1,047	257	1,873	976	5,204	9,959	1,648	2,430	5,943	4,509
Sightsee	21,113	449	367	1,245	503	3,282	6,888	530	739	2,912	4,170
Attend a festival, fair or exhibition	4,204	121G	64	245	118G	843	1,462	148G	164	539	495
Attend cultural events (plays, concerts)	3,207	92G	52	133G	64G	626	1,134	109G	108G	492	394
Attend aboriginal/native cultural event	470	H	H	H	H	H	99G	H	H	137G	H
Attend sports event	8,218	110G	45G	376	162G	1,100	3,161	327	500	1,426	1,008
Visit a museum or art gallery	3,877	81G	118	196	87G	727	1,232	109G	142G	461	712
Visit a zoo or natural exhibit	2,972	H	55	120G	81G	726	764	66G	55G	562	498
Visit a theme park	2,133	H	97	81G	81G	352	676	H	H	407	332
Visit a national or provincial park	6,562	131G	167	247	157G	410	1,435	392	391	1,584	1,625
Visit an historic site	3,714	134G	108	202	107G	675	896	85G	133G	596	764
Go to a bar or nightclub	6,113	97G	46	282	134G	1,178	1,936	245	352	798	1,025
Go to a casino	1,786	H	H	145G	H	284G	1,026	H	171	H	H
Take a cruise or boat trip	993	H	30G	63G	H	186G	380	H	H	H	212G
Participate in sports/Outdoor activity	33,962	396	220	1,062	525	7,787	11,580	1,404	1,379	4,630	4,950
Swimming	10,169	61G	126	307	160G	1,783	4,161	563	512	1,043	1,448
Other water-based activities	5,460	H	33G	95G	H	990	2,574	205	365	401	706
Golfing	3,065	H	54	94G	H	557	892	143G	315	428	524
Hunting	588	H	H	51G	H	154G	193G	H	H	H	H
Fishing	4,762	55G	26G	85G	H	763	2,098	255	316	496	616
Bird or wildlife viewing	2,106	H	33G	66G	H	558	589	H	137G	329	292G
Cross-country skiing	978	H	H	H	H	623	134G	H	H	H	H
Downhill skiing	2,318	H	-	H	H	999	309	H	H	322	619
Snowmobiling	726	H	H	H	H	296G	168G	73G	H	H	H
Walking or hiking	14,493	168G	120	477	199	3,237	5,036	434	513	1,924	2,368
Cycling	2,571	H	23G	74G	H	731	781	89G	108G	362	348
Other sports or outdoor activities	8,858	105G	33G	266	147G	1,726	3,401	407	396	1,521	854

See footnote(s) at beginning of statistical tables.

Table 7
Trip Characteristics by Census Metropolitan Area of Visit, Total Visits, 1997

Characteristics	Census Metropolitan Area of Visit						
	Canada ^{1,2}	St. John's	Halifax	Saint-John	Québec	Montréal	Ottawa-Hull
	Thousands of person-visits						
Total visits	134,108	744	2,276	509	3,951	6,254	3,788
Same-day	62,483	324	1,241	235	1,706	3,051	1,671
Overnight	71,626	420	1,035	274	2,245	3,203	2,117
Province of origin	134,108	744	2,276	509	3,951	6,254	3,788
Newfoundland	2,418	639	30G	H	H	H	H
Prince Edward Island	406	H	58	H	H	H	H
Nova Scotia	6,144	30	1,727	58	H	H	44G
New Brunswick	3,378	12G	210	335	40G	51G	29G
Quebec	26,000	H	31G	41G	3,598	4,164	1,030
Ontario	48,059	40	151	54	275	1,870	2,530
Manitoba	5,722	H	H	H	H	H	29G
Saskatchewan	8,263	H	H	H	H	H	H
Alberta	19,529	H	39	H	H	51G	57G
British Columbia	14,190	8G	18G	H	H	60G	45G
Quarter	134,108	744	2,276	509	3,951	6,254	3,788
1st quarter (Jan.-March)	25,142	102G	467	63G	958	1,391	723
2nd quart (Apr.-June)	29,620	156G	574	126G	790	1,456	826
3rd quarter (July-Sept.)	47,964	238	579	164G	1,260	1,724	1,134
4th quarter (Oct.-Dec.)	31,383	248	655	156G	943	1,683	1,106
Purpose⁷	134,108	744	2,276	509	3,951	6,254	3,788
Visit friends or relatives	49,135	180	599	188	1,282	2,962	1,571
Pleasure	48,787	241	750	147G	1,561	1,272	1,044
Personal	17,070	205	564	83G	490	708	511
Business	16,853	92G	307	85G	552	1,155	563
Convention (bus. and non-bus.)	2,174	H	56G	H	H	156G	99G
Mode of transportation⁷	134,108	744	2,276	509	3,951	6,254	3,788
Automobile	121,933	620	2,037	451	3,666	5,316	3,280
Plane	6,692	105G	193	H	H	460	327
Bus	3,602	H	H	H	146G	354	94G
Rail	755	-	H	H	H	H	H
Boat	505	H	H	H	-	-	H
Accommodation	71,626	420	1,035	274	2,245	3,203	2,117
Accommodation types (multiple counts) ⁴							
Hotel	12,507	97G	297	75G	694	829	609
Motel	5,328	H	80G	H	203G	121G	H
Bed and breakfast	662	H	H	H	H	H	H
Resort or lodge	880	H	H	H	H	H	H
Camping or trailer park	6,302	H	H	H	H	H	H
Home of friends or relatives	35,393	288	581	128G	1,057	2,157	1,283
Private cottage or vacation home	8,465	H	H	H	H	H	H
Commercial cottage or cabin	1,068	-	-	-	H	H	H
Other	1,690	H	H	H	H	H	H

See footnote(s) at beginning of statistical tables.

Table 7
Trip Characteristics by Census Metropolitan Area of Visit, Total Visits, 1997 - Concluded

Characteristics	Census Metropolitan Area of Visit						
	Toronto	St. Catharines Niagara	Winnipeg	Saskatoon	Calgary	Edmonton	Vancouver
	Thousands of person-visits						
Total visits	10,658	2,253	1,731	1,951	3,771	4,153	3,093
Same-day	6,273	1,218	871	916	1,407	1,880	1,054
Overnight	4,385	1,034	860	1,035	2,363	2,273	2,039
Province of origin	10,658	2,253	1,731	1,951	3,771	4,153	3,093
Newfoundland	35G	H	-	-	H	H	H
Prince Edward Island	H	H	H	H	H	H	H
Nova Scotia	74	H	H	H	H	H	H
New Brunswick	49G	H	H	H	H	H	H
Quebec	685	72	24G	H	43G	H	54G
Ontario	9,358	2,141	256	28G	190	123	289
Manitoba	83	H	1,167	69	114	76	55G
Saskatchewan	28G	H	103	1,582	280	249	60G
Alberta	168	H	101	202	2,681	3,400	339
British Columbia	169	H	70	65	440	282	2,277
Quarter	10,658	2,253	1,731	1,951	3,771	4,153	3,093
1st quarter (Jan.-March)	2,196	323	351	383	675	696	842
2nd quarter (Apr.-June)	2,722	423	522	461	895	1,081	706
3rd quarter (July-Sept.)	3,148	967	388	565	1,218	1,305	926
4th quarter (Oct.-Dec.)	2,592	539	470	543	983	1,071	619
Purpose⁷	10,658	2,253	1,731	1,951	3,771	4,153	3,093
Visit friends or relatives	4,288	576	539	584	1,397	1,216	1,216
Pleasure	2,825	1,370	446	352	869	1,321	918
Personal	1,209	H	410	658	618	996	394
Business	1,925	208G	291	303	774	551	442
Convention (bus. and non-bus.)	386	H	H	49G	112G	H	116G
Mode of transportation⁷	10,658	2,253	1,731	1,951	3,771	4,153	3,093
Automobile	8,963	2,057	1,398	1,809	3,017	3,741	2,032
Plane	1,019	H	281	95G	655	351	740
Bus	423	136G	H	H	H	H	152G
Rail	228G	H	H	H	H	H	H
Boat	H	-	-	-	-	-	130G
Accommodation	4,385	1,034	860	1,035	2,363	2,273	2,039
Accommodation types (multiple counts) ⁴							
Hotel	1,412	397	258	331	681	619	627
Motel	172G	157G	H	73G	165G	H	H
Bed and breakfast	H	H	H	H	H	H	H
Resort or lodge	H	-	H	H	-	H	H
Camping or trailer park	H	H	H	H	H	H	H
Home of friends or relatives	2,469	321	531	621	1,490	1,322	1,252
Private cottage or vacation home	146G	H	H	H	H	135G	H
Commercial cottage or cabin	H	H	-	-	-	H	H
Other	95G	H	H	H	H	H	H

See footnote(s) at beginning of statistical tables.

Table 8
Reallocated Expenditures by Census Metropolitan Area of Visit, Total Visits, 1997

Characteristics	Census Metropolitan Area of Expenditure						
	Canada ^{1, 2}	St. John's	Halifax	Saint-John	Québec	Montréal	Ottawa-Hull
	Thousands of dollars						
Total visits	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
Same-day visits	2,166,440	H	44,740G	H	72,317G	88,448G	66,914G
Overnight visits	10,080,647	96,453	193,266	47,496 G	368,167	545,554	358,906
Point of origin expenditures	4,166,279	56,484G	98,337	23,981G	61,437G	334,471	216,286
Province of origin	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
Newfoundland	369,915	116,938	10,534G	914G	H	H	2,045G
Prince Edward Island	62,477	H	9,314G	1,014G	H	H	1,664G
Nova Scotia	630,864	11,535G	200,546	7,825G	H	H	17,111G
New Brunswick	372,716	H	29,356	41,876G	H	H	8,022G
Quebec	2,629,706	H	8,324G	4,948G	409,137	618,639	112,894
Ontario	5,501,363	14,562G	54,167	19,188	72,701	253,357	448,908
Manitoba	698,727	H	H	1,904G	H	H	9,732G
Saskatchewan	909,841	H	H	717G	H	H	4,921G
Alberta	2,806,627	10,575G	13,021G	750G	H	23,467G	21,306
British Columbia	2,431,130	8,179G	H	65G	H	33,617G	15,504G
Quarter	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
1st quarter (Jan.-March)	2,934,128	31,197G	60,681G	H	111,014G	205,780	130,235
2nd quarter (Apr.-June)	3,614,438	H	90,902	23,917G	96,067G	226,296	164,834
3rd quarter (July-Sept.)	5,805,752	69,385G	96,115	23,526G	156,514G	304,263	184,929
4th quarter (Oct.-Dec.)	4,059,048	44,955G	88,644	21,399G	138,326G	232,133	162,108
Purpose⁷	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
Visit friends or relatives	3,618,650	32,721G	64,979G	H	90,391G	211,069	160,694
Pleasure	5,483,109	50,407G	93,838	H	223,935	219,743	147,417
Personal	1,642,555	H	38,892G	H	H	70,363G	51,466G
Business	4,704,442	57,110G	110,407	39,666G	122,100G	394,001	226,006
Convention (bus. and non-bus.)	961,891	H	28,227G	H	H	73,298G	56,523G
Mode of transportation⁷	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
Automobile	10,373,371	62,303G	174,038	41,895G	409,944	468,057	343,501
Plane	5,147,601	103,690	155,035	35,520G	H	400,652	253,752
Bus	531,534	H	H	H	H	H	H
Rail	204,359	-	H	H	H	H	H
Boat	79,171	H	H	H	-	H	H
Accommodation	10,080,647	96,453	193,266	47,496G	368,167	545,554	358,906
Accommodation types (multiple counts) ⁵							
Hotel	3,908,997	48,946G	104,701	25,731G	191,495	300,589	199,686
Motel	1,156,166	H	H	H	H	H	H
Bed and breakfast	166,828	H	H	H	H	H	H
Resort or lodge	250,620	H	H	H	H	H	H
Camping or trailer park	604,831	H	H	H	H	H	H
Home of friends or relatives	3,103,048	41,522G	61,629G	H	80,001G	207,695	121,622
Private cottage or vacation home	574,903	H	H	H	H	H	H
Commercial cottage or cabin	230,625	-	-	-	H	H	H
Other	374,526	H	H	H	H	H	H
Reallocated expenditures	16,413,366	168,653	336,343	79,201	501,921	968,474	642,107
Vehicle rental	342,299	H	H	H	H	H	H
Vehicle operation (incl. gas and repairs)	2,838,542	H	39,029G	H	81,398G	143,840G	91,268G
Local transportation	145,682	H	H	H	H	H	H
Transportation fares (planes, bus, etc.)	3,301,471	53,724G	84,085	H	H	268,232	178,902
Food and beverages (in restaurants and bars)	2,939,375	H	60,830G	H	118,807G	178,225G	116,208
Food and beverages (in stores during trip)	839,221	H	H	H	H	H	H
Accommodation	2,818,125	H	59,670G	H	124,579G	156,134G	100,364G
Recreation and entertainment	1,050,641	H	H	H	H	H	35,488G
Clothing	1,143,345	H	32,154G	H	H	66,881G	46,806G
Other costs	994,662	H	H	H	H	H	H

See footnote(s) at beginning of statistical tables.

Table 8
Reallocated Expenditures by Census Metropolitan Area of Visit, Total Visits, 1997 - Concluded

Characteristics	Census Metropolitan Area of Expenditure						
	Toronto	St. Catharines Niagara	Winnipeg	Saskatoon	Calgary	Edmonton	Vancouver
	Thousands of dollars						
Total visits	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
Same-day visits	225,590	41,659G	47,050G	H	101,598G	127,467G	34,176G
Overnight visits	876,586	212,265	204,128	126,859G	461,390	411,319	584,851
Point of origin expenditures	584,836	39,005G	150,502	H	344,223	252,962	361,385
Province of origin	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
Newfoundland	16,599G	193G	-	-	H	H	1,897G
Prince Edward Island	3,109G	210G	76G	H	H	H	642G
Nova Scotia	26,603	1,144G	1,699G	H	H	H	11,214
New Brunswick	17,699G	291G	446G	H	H	H	3,202G
Quebec	151,107	15,765G	12,471	H	14,682G	H	32,478
Ontario	1,267,333	265,708	73,560	H	89,373	47,569	155,524
Manitoba	27,108	1,290G	247,489	12,578G	29,300G	19,408G	16,216
Saskatchewan	14,823G	429G	19,798	175,942G	48,115	48,658	18,826
Alberta	96,265	1,493G	21,671	26,772G	623,377	597,434	98,006
British Columbia	66,365	6,404G	24,471	11,067G	92,083	66,024	642,406
Quarter	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
1st quarter (Jan.-March)	365,580	37,621G	72,668	H	123,808G	104,869G	212,479
2nd quarter (Apr.-June)	392,082	45,027G	100,781	H	235,740	224,580	279,236
3rd quarter (July-Sept.)	430,041	140,855	102,074	63,586G	269,470	230,803	297,790
4th quarter (Oct.-Dec.)	499,309	69,426G	126,159	68,109G	278,193	231,496	190,908
Purpose⁷	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
Visit friends or relatives	341,773	36,287G	91,385	H	192,072G	155,022G	230,517
Pleasure	384,805	204,196	66,783	H	166,121G	186,649G	215,549
Personal	90,847G	H	49,688G	H	91,256G	123,307G	69,218G
Business	674,022	38,090G	168,017	65,744G	357,819	292,173	359,202
Convention (bus. and non-bus.)	194,410	H	25,808G	H	99,944G	H	105,926
Mode of transportation⁷	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
Automobile	733,364	250,085	157,669	173,578 G	380,420	458,877	290,576
Plane	857,984	27,818G	233,781	H	512,946	312,187	634,696
Bus	42,954G	H	H	H	H	H	34,324G
Rail	49,570G	H	H	H	H	H	H
Boat	H	-	-	-	-	-	15,511G
Accommodation	876,586	212,265	204,128	126,859G	461,390	411,319	584,851
Accommodation types (multiple counts) ⁵							
Hotel	536,063	116,711	106,669	65,256G	229,184	194,820G	306,706
Motel	50,210G	36,513G	H	H	H	H	32,091G
Bed and breakfast	H	H	H	H	H	H	H
Resort or lodge	H	-	H	H	-	H	H
Camping or trailer park	H	H	H	H	H	H	H
Home of friends or relatives	268,621	34,483G	76,578	H	200,688	168,795G	223,297
Private cottage or vacation home	H	H	H	H	H	H	H
Commercial cottage or cabin	H	H	-	-	-	H	H
Other	H	H	H	H	H	H	23,081G
Reallocated expenditures	1,687,013	292,928	401,681	233,298	907,211	791,748	980,412
Vehicle rental	32,789G	H	H	H	H	H	37,865G
Vehicle operation (incl. gas and repairs)	176,907	36,705G	35,137G	H	91,529G	108,988G	71,588G
Local transportation	40,808G	H	H	H	H	H	12,853G
Transportation fares (planes, bus, etc.)	515,351	H	140,028	H	314,308	219,326	345,312
Food and beverages (in restaurants and bars)	292,953	65,877G	64,996	H	131,928G	108,919G	159,891
Food and beverages (in stores during trip)	42,038G	H	21,317G	H	H	H	27,820G
Accommodation	292,664	62,583G	55,055G	H	120,266G	87,671G	168,134
Recreation and entertainment	100,594G	65,586G	H	H	H	H	55,327G
Clothing	114,175	H	27,276G	H	68,166G	75,894G	58,705G
Other costs	78,734G	H	31,357G	H	71,848G	83,677G	42,916G

See footnote(s) at beginning of statistical tables.

APPENDIX

Methodology

The Canadian Travel Survey (CTS), which is sponsored by Statistics Canada, the Canadian Tourism Commission (CTC) and the provincial governments, is administered to one or more sub-samples of households in the Labour Force Survey (LFS) sample. Except for differences in sample size and weighting, the design features of the LFS sample are maintained in the CTS sample.

LFS population coverage

The LFS is a monthly household survey whose sample of individuals is representative of the civilian, non-institutionalised population 15 years of age or older in Canada's ten provinces (there is also limited coverage of Yukon residents). Specifically excluded from the survey's coverage are residents of the Northwest Territories, persons living on Indian Reserves or Crown lands, full-time members of the Canadian Armed Forces and inmates of institutions. Together, these groups represent an exclusion of approximately 2% of the population aged 15 or over.

LFS sample design

The LFS has undergone an extensive redesign culminating in the introduction of the new design at the end of 1994. The LFS sample is based on a stratified, multi-stage design that uses probability sampling. A detailed description of the LFS design can be obtained in *Methodology of the Canadian Labour Force Survey*, Statistics Canada Catalogue No. 71-526.

LFS sample rotation

The entire monthly sample of LFS dwellings consists of six panels, or rotation groups, of approximately equal size. Each of these panels can be considered by itself to be representative of the entire LFS population. All dwellings in a rotation group remain in the LFS sample for six consecutive months after which time they are replaced (rotated out of the sample) by a new panel of dwellings selected from the same or similar clusters.

This rotation pattern was adopted to minimise any problems of non-response or respondent burden that would occur if households were to remain in the sample for longer than six months. It also has the statistical advantage of providing a common sample base for short-term month-to-month comparisons of LFS characteristics. Because of the rotation group feature, it is possible to readily conduct supplementary surveys (e.g., the CTS) using the LFS design but employing less than the full size sample.

CTS as a supplement

In 1997 the CTS used three of the six rotation groups in the LFS sample in all provinces. Members of one rotation group were asked about all trips, while respondents in the remaining two rotation groups were only asked about out-of-province trips. The CTS coverage remains the same as the LFS; it includes all members of the household aged 15 and over. However, unlike the LFS where information is collected for all eligible household members, the CTS only collects information from one household member. *Text Table 1 and 2* show the CTS sample sizes for each month for one rotation group (including all trips) and for three rotation groups (including out-of-province trips only).

Text Table 1**Canadian Travel Survey Monthly Sample Sizes for One Rotation Group including All Trips, 1997**

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Year
Canada	8,369	8,330	8,465	8,503	8,407	8,472	8,640	8,798	8,628	8,578	8,483	8,354	102,027
Newfoundland	304	286	317	299	296	315	306	297	325	330	322	322	3,719
Prince Edward Island	230	226	233	238	257	230	235	246	245	215	216	242	2,813
Nova Scotia	558	556	557	565	554	594	574	605	554	554	586	537	6,794
New Brunswick	540	526	520	548	497	524	509	557	538	479	498	480	6,216
Quebec	1,684	1,658	1,690	1,679	1,685	1,726	1,714	1,820	1,777	1,725	1,673	1,574	20,405
Ontario	2,462	2,519	2,605	2,589	2,564	2,588	2,635	2,666	2,601	2,552	2,452	2,445	30,678
Manitoba	624	597	606	658	583	589	650	624	611	641	646	640	7,469
Saskatchewan	530	561	535	519	541	552	538	554	563	641	641	678	6,853
Alberta	655	659	654	660	640	613	656	668	653	656	651	653	7,818
British Columbia	782	742	748	748	790	741	823	761	761	785	798	783	9,262

Text Table 2**Canadian Travel Survey Monthly Sample Sizes for Three Rotation Groups including Out-of-Province Trips, 1997**

	Jan.	Feb.	Mar.	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Year
Canada	25,730	25,598	25,661	25,566	25,534	25,596	25,622	26,148	26,036	26,180	25,965	25,671	309,307
Newfoundland	940	901	936	892	935	915	921	913	927	931	962	936	11,109
Prince Edward Island	682	685	700	703	735	701	727	721	740	692	692	705	8,483
Nova Scotia	1,728	1,648	1,715	1,699	1,699	1,744	1,685	1,788	1,703	1,768	1,749	1,700	20,626
New Brunswick	1,609	1,598	1,584	1,616	1,561	1,618	1,527	1,635	1,552	1,572	1,547	1,522	18,941
Quebec	5,222	5,182	5,126	5,089	5,074	5,099	5,117	5,311	5,259	5,354	5,203	4,941	61,977
Ontario	7,740	7,767	7,793	7,792	7,718	7,801	7,848	7,981	7,929	7,913	7,730	7,731	93,743
Manitoba	1,850	1,868	1,857	1,885	1,860	1,854	1,849	1,896	1,860	1,868	1,914	1,899	22,460
Saskatchewan	1,641	1,652	1,628	1,649	1,635	1,645	1,610	1,643	1,657	1,778	1,752	1,879	20,169
Alberta	1,934	2,002	1,975	1,982	1,970	1,952	1,947	1,976	1,998	1,970	1,992	1,997	23,695
British Columbia	2,384	2,295	2,347	2,259	2,347	2,267	2,391	2,284	2,411	2,334	2,424	2,361	28,104

CTS data collection

The Canadian Travel Survey (CTS) used computer-assisted interviewing (CAI) for the first time in 1996, i.e., the questionnaire is designed for a laptop computer and the interviewer keys in reported information during the interview. Upon completion of the Labour Force Survey interview, the interviewer asks to speak to the selected person for the CTS. If the selected person is not available, the interviewer arranges for a convenient time to phone back. Proxy response is not usually allowed, hence the collection period is extended by three working days (five calendar days) to allow the interviewers time to contact the selected individuals.

Data processing and weighting

After collection, the data go through many processing steps. The data are edited in a series of iterations to detect errors in the data and to prepare the data files for subsequent weighting and expenditure imputation.

The edited files are then processed through the weighting system. Since the CTS uses a sub-sample of the LFS sample, the derivation of weights for the survey records is clearly tied to the weighting procedure used for the LFS. In the LFS, the final weight attached to each record is the product of the following factors: the basic weight, the cluster and stabilization weights, and a non-response adjustment factor. Further adjustments are made to the LFS weights in order to derive final weights for the individual records on the CTS microdata file.

Sampling Variability

The guidelines for release and publication of the CTS data make use of the concept of *sampling variability* to determine whether estimates are reliable. Sampling variability is the error in the estimates caused by the fact that we survey a sample rather than the entire population. The concept of *standard error* and the related concepts of *coefficient of variation (CV)* and *confidence interval* provide an indication of the magnitude of the sampling variability. The standard error and coefficient of variation do not measure any systematic biases in the survey data which might affect the estimate. Rather, they are based on the assumption that the sampling errors follow a normal probability distribution.

Usually, the larger of the two estimates will have a smaller CV, and therefore will be more reliable. Also, of two estimates of the same size, the one referring to a characteristic more evenly distributed throughout the population will tend to have a smaller CV.

The application of the CV to the CTS data in this publication has been simplified. The CV is used to identify three classes of data:

1. Data to be used without qualification.
 - CV less than 16.6%.
2. Data to be used with caution (indicated in tables with a letter G).
 - CV between 16.6% and 25.0%.
 - the chances are about 95 out of 100 that the absolute difference between the CTS data and corresponding census data, if available would be less than plus or minus 50.0%.
3. Data which are not released (indicated in tables with the letter H).
 - CV greater than 25.0%.
 - the sampling variability is too high.

Changes to the Canadian Travel Survey

Changes to the sampling methodology have been introduced in the last few years. From 1980 to the first quarter of 1992, the survey was conducted on a quarterly basis, that is the respondents were contacted at the end of the three-month period and had to recall all trips taken in that period. Because it was hard to remember all the trips taken in such a long period, starting at the second quarter of 1992, the same respondent was contacted every month in that three-month period. This led to trips being under-reported by the second and third months of collection. To improve the data quality, in 1994 the methodology was changed again, with a new sample of respondents every month. This method was also used again in 1996 and 1997.

In 1997, the implementation of the Project to Improve Provincial Economic Statistics (PIPES), resulted in new requirements for the CTS, namely the collection of annual and more detailed data on interprovincial trips. Except for the sample size, no changes were made to the survey.

Data Comparability

The changes in the methodology in 1992 and 1994 resulted in a break in the data series. These years are therefore not comparable with those of previous years. Due to the number of smaller changes made to the 1996 survey, 1994 and 1996 data are not comparable. But data are comparable between 1996 and 1997.

Concepts and Definitions

- **Quarter.** Quarter during which the trip ended.
- **Trip.** For the purposes of the CTS, a trip is defined as travel to a Canadian destination at least 80 km one-way from home for any reason except: travel to and from work or school (i.e., commuting); one way travel involving a change of residence; travel of operating crew members of buses, airplanes, boats, etc.; travel in an ambulance to a hospital or clinic; trips that did not originate in Canada; trips longer than a year¹. A trip may involve one person travelling alone or several persons from the same household travelling together. Persons from different households travelling together are defined as taking different trips.
- **Traveller.** Anyone who completes a trip. Anyone who does not take a trip is referred to as a *non-traveller*.
- **Person-trip.** Trip taken by one person. A person-trip starts when the traveller leaves his/her home to go on a trip. The total number of person-trips for a population is the count of the number of persons on each trip taken in the population².
- **Same-day trip.** Trip which does not include a night away from home.
- **Overnight trip.** Trip that includes at least one night away from home.
- **Visit.** A same-day visit can only be made on the course of a same-day trip. In such a case, a visit is recorded at the destination of the trip. An overnight visit can only be done on an overnight trip. In such a case, the location visited is defined as the location where the respondent has spent at least one night.
- **Person-visit.** Same-day or overnight visit made by a person taking a trip. The total number of person-visits for a population is the count of the number of visits made by each person in the population on each trip taken.
- **Province-visit.** All persons visiting a province are registered as having made one person-visit in this province.

¹ The CTS collects information about trips beyond those that are defined by the destination and distance criteria above. Except for the types of travel that are excluded in the definition above, information is also collected about: i) travel to destinations outside Canada; ii) overnight travel regardless of distance, i.e. less than 80 km one-way from home; and iii) same-day travel of at least 40 km one-way from home for trips originating in Ontario, i.e. between 40 and 80 km one-way from home.

² The CTS selects a sample of persons rather than a sample of trips. This means that the CTS estimates the number of person-trips for a population by selecting a sample of persons and counting the number of trips taken by each person in the sample. Appropriate weights are assigned to the sampled persons and their person-trips to make the estimates of those persons and their person-trips representative of the population.

- **Census Metropolitan Area-visit.** All persons visiting a Census Metropolitan Area are registered as having made one person-visit in this Census Metropolitan Area.
- **Origin.** Starting point of a trip is the respondent's place of residence at the time the trip was taken.
- **Destination.** Place reported by the respondent as the destination of a trip. If a respondent visited more than one place during a trip, the destination is the place furthest from his/her home.
- **Distance.** One-way distance between the trip origin and its destination expressed in kilometres.
- **Duration.** A trip starts when the traveller leaves his/her usual residence. It ends when he/she comes back. The trip duration is measured by the number of nights a traveller spends away from his/her usual residence.
- **Person-night.** One night away from home by a person taking a trip e.g. a person who takes a trip involving three nights away from home has a count of three person-nights. The total number of person-nights for a population is the count of the number of trips spent away from home by each person in the population on each trip taken.
- **Intraprovincial travel.** Travel within a province by its residents, e.g., Ontario residents travelling in Ontario.
- **Interprovincial travel.** Travel by the resident of one province to and in another province, e.g., Ontario residents travelling elsewhere in Canada.
- **Non-resident travel.** Travel by residents from another province to a specific province, e.g., travel of Canadians (except Ontario residents) to Ontario.
- **Census Metropolitan Area (CMA).** Main labour market area of an urbanised core having 100,000 or more population. For more details, refer to the Standard Geographical Classification SGC 1991.
- **Census Division (CD).** Areas established by provincial laws which are intermediate geographic areas between the municipality (Census Subdivision) and the province level. Census Divisions represent counties, regional districts, regional municipalities and other types of provincially legislated areas. For more details, refer to the Standard Geographical Classification SGC 1991.
- **Tourism region.** From a touristic point of view, homogeneous regions defined by each province.
- **Purpose.** Main reason the respondent to the survey went on a trip, regardless of the reason anyone else from the household had for taking the same trip.
- **Mode of transportation.** Mode of transportation used to travel the greatest distance during a trip.
- **Accommodation.** Type of accommodation where the nights were spent. The data on the type of accommodation is collected for each of the nights spent on the trip.
- **Activities.** Activities in which travellers took part during the *trip* rather than during their *visit*. For this reason, an activity cannot be associated to a precise location. For example, a person may visit Vancouver and Whistler, and reported downhill skiing as an activity. It is impossible to know if the traveller skied in Vancouver, in Whistler or in both places.

- **Expenditures.** Trip expenditures made by all household members who went on the trip. Expenditures may have been paid for by individuals, by government or by a private sector business. In the CTS, the expenditures are broken down in the following categories: vehicle rental, vehicle operation, local transportation, intercity transportation, food or beverages purchased at restaurants or bars, food or beverages purchased at stores during the trip, accommodation, recreation and entertainment, clothing and other expenditures. The following items are excluded:
 - food purchased before the trip for use while on the trip;
 - items purchased to be resold or used in business (including items used on farm);
 - vehicles such as cars, caravans, boats;
 - capital investments such as real estate, works of arts, rare articles and stocks;
 - cash given to friends or relatives during a holiday trip which does not represent payment of tourism goods or services, as well as donations made to institutions.

- **Reported expenditures.** Reported expenditures are the expenditures made by the respondent and other household members who went on the trip. Expenditures are reported in Canadian dollars and include all taxes and tips. As described above, these expenditures are reported in different categories. They do not represent where money was spent on a specific trip, but rather how much money was spent, and in which category of expenditures. It is associated with a trip as a whole.

- **Reallocated expenditures.** Refers to the process by which the respondent's reported expenditures are *redistributed* to specific geographic regions where money was spent. The CTS uses an expenditure reallocation model by which money included in each expenditure category is redistributed to a geographic region according to specific rules. Generally, money is allocated at the destination location in the case of same-day trips and redistributed according to the number of nights spent in each geographic region in the case of overnight trips. However, this rule may vary according to the expenditure item. Once redistributed, the expenditures are referred to as reallocated expenditures.

Since 1996 data providing more detailed information were collected and have allowed the redistribution of the reported expenditures at the sub-provincial level. By using the information available at the locational level, namely the number of nights spent at a location, types of accommodation used and the number of nights spent by type of accommodation, it is possible to refine the expenditure reallocation model for the following categories of expenditures: accommodation, food or beverages purchased at restaurants or bars and food or beverages purchased in stores during the trip. The level of geography for which the expenditures are redistributed in the CTS are the following: province, tourism region, Census Metropolitan Area (CMA) and Census Division (CD).

- **Point of origin reallocation expenditures.** This category of expenditures refers to expenditures that have been allocated to the point of origin of the traveller. Those expenditures are assumed to have taken place at the location of origin of the trip and not at the location visited. Expenditure categories that are allocated to the location of origin of the trip are the following:
 - ✓ In the case of a same-day trip
 - vehicle rental
 - vehicle operation
 - intercity transportation
 - ✓ In the case of an overnight trip
 - vehicle rental, in cases where an automobile was stated as the primary mode of transportation
 - intercity transportation

When looking at total person-visits and reallocated expenditures associated with those visits, one has to be careful. Point of origin expenditures made by travellers leaving a location are included with total expenditures of visitors coming to that location. When calculating expenditures (average or total) made

by visitors coming to that location, it is important to exclude point of origin expenditures that have been made by residents leaving the location to visit other destinations as they were not made by non-resident visitors who visited the location.

- **Point of origin reallocation expenditures, provincial level.** This category of expenditures refers to expenditures that have been allocated to the province of origin of the traveller. These expenditures include the amount spent in a province by the residents of that province before going on a trip outside that province.
- **Point of origin reallocation expenditures, Census Metropolitan Area level.** This category of expenditures refers to expenditures that have been allocated to the Census Metropolitan Area (CMA) of origin of the traveller. These expenditures include the amount spent in a CMA by the residents of that CMA before going on a trip outside that CMA.
- **Vehicle rental expenditures.** Includes all operation, rental or users' fees encountered for the use of any vehicle such as an automobile, a truck, a motorcycle, a bicycle, a boat, a motor home, a snowmobile, etc. (including insurance).
- **Vehicle operation expenditures.** It includes expenditures related to the operation of a private or rental vehicle, namely gasoline, repairs and parking costs while on the trip.
- **Local transportation expenditures.** *Local transportation* means within a city or metropolitan area, that is, intracity transportation. It includes the cost of taxis, city bus fares, subway fares and bus tours in the place of visit and/or destination while on the trip.
- **Intercity transportation expenditures.** Includes expenses between cities or metropolitan areas to get to or from the destination. These transportation expenditures include ticket fares for intercity aircrafts, boats, hovercrafts, trains, buses as well as intercity ferries.
- **Food or beverages purchased at restaurants or bars.** Includes the total amount spent on meals and drinks purchased from restaurants, bars, cafeterias, fast food take-out counters, and minibars located in some hotel/motel rooms, regardless where they were consumed.
- **Food or beverages purchased at stores during the trip.** Includes the total amount spent at local stores while on the trip, regardless of where they were consumed. For example, groceries purchased to bring home or to eat during the trip are included in this category.
- **Accommodation expenditures.** Total expenditures for nights spent in hotels, motels, resorts, cabins, cottages, campgrounds, etc. This primarily includes rental fees. However, in the case of trips to private cottages or the home of friends or relatives, it could also include any money given to owners for the use of their accommodation.
- **Recreation and entertainment expenditures.** Includes the cost of admission to theatres, sports events, art galleries, nightclubs, etc. It also includes gambling expenses and sporting activity costs such as daily ski lift passes, green fees, rental of sports equipment, entrance fees to a cultural or leisure activity, but excludes recreation and entertainment purchased for the season (e.g., season ski passes).
- **Clothing expenditures.** Includes any clothing purchases whether they are gifts or for personal use.

- **Other expenditures.** Includes items such as souvenirs, shoes, belts, jewellery, handbags and household items, registration fees for courses or conferences, customs duties, postcards and stamps, insurance fees, medication, books, craft supplies, film and developing, costs for child care, telephone charges, etc.
- **Age.** Age group of the respondent. This variable comes from the Labour Force Survey (LFS).
- **Sex.** Sex of the respondent. This variable comes from the Labour Force Survey (LFS).
- **Marital Status.** Marital status of the respondent. This variable comes from the Labour Force Survey (LFS).
- **Education attainment.** Educational attainment of the respondent. This variable comes from the Labour Force Survey (LFS).
- **Occupation.** Kind of work the respondent was doing during the LFS reference week, as determined by the kind of work reported and the description of the respondent's most important duties. This variable comes from the Labour Force Survey (LFS). It is based on the 1980 Standard Occupational Classification. The occupations are grouped in the following five categories: managerial and other professional; clerical, sales and service; primary occupation; manufacturing, construction and transportation; never worked/other.
- **Household income.** Total household income, before taxes and deductions, including income from wages, salaries, tips, commissions, pensions, interest, rents, etc. for all household members, for the year preceding the reference year.

CANADIAN TRAVEL SURVEY QUESTIONNAIRE

The following questionnaire is an abridged and adapted version of the actual computer screen version of the Canadian Travel Survey.

Introduction

You have been selected from your household for the Canadian Travel Survey which will obtain information on travel and tourism. While the survey is voluntary, your cooperation is important. As usual, your answers will be kept strictly confidential.

I would like to ask a few questions about any trips you took which ended in «reference month».

Please exclude: any trips you took as a member of an operating crew of a bus, plane, truck, etc., commuting to your usual place of work or school, or moving to a new residence. Please include: all trips taken for reasons such as visiting friends and relatives, pleasure, personal or business trips.

A Did you take any trips of one night or more which ended in the reference month?

Yes No/don't know/refusal

B How many? (Overnight trips)

trips Don't know/refusal

C Did you take any same-day trips of at least 40 kilometers (in Ontario) or 80 kilometers (elsewhere) or more, one way, in reference month?

Yes No/don't know/refusal

D How many? (Same-day trips)

trips Don't know/refusal

I would now like to ask you some questions about your trip(s).

Q01 Did this trip originate in Canada?

Yes No/don't know/refusal

Q02A Where did you live when you took this trip? Please give me the name of the city or town and province.

Q02B Province/territory?

Newfoundland
 Prince Edward Island
 Nova Scotia

New Brunswick
 Quebec
 Ontario
 Manitoba
 Saskatchewan
 Alberta
 British Columbia
 Northwest Territories
 Yukon
 Don't know/refusal

Q03 What was your destination on this first/next trip? Was it in...? (If the respondent went to more than one place on this trip enter the name of the place that is furthest from his/her home)

Canada
 United States
 Another country
 Refusal

Q04 What was the name of the city or town and province of this destination?

Q05 What was the name of the state of this destination?

Q06 What was the country?

Q07 About how far from your home?

Q08 Kilometers or miles?

Q09 Including yourself, how many persons now living in this household went on this trip?

Q10 How many of these people were under the age of 15?

Q11 How many nights were you away from home on this trip?

- None
- One
- More than one
- Don't know/refusal

Q12A Did you spend this night in this destination?

- Yes
- No/don't know/refusal

Q12B Did you spend all of these nights in this destination?

- Yes
- No/don't know/refusal

Q13 Did you spend all of these nights in Canada?

- Yes
- No/don't know/refusal

How many, if any, of these nights did you spend in:

Q14 Canada? nights

Q15 United States? nights

Q16A A country other than Canada or the United States?

nights

Q16B Did you spend this night in...?

- Canada
- United States/another country
- Don't know/refusal

Q16C In what city or town and province did you spend this night?

City/town? Province? Don't know/refusal

Q16D What was the first/next **CANADIAN** city or town and province you stayed overnight?

City/town? Province? Don't know/refusal

Q16E In what types of accommodation did you stay?
(Interviewer: Mark all that apply)

How many nights did you spend in each?

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Hotel | <input type="checkbox"/> nights |
| <input type="checkbox"/> Motel | <input type="checkbox"/> nights |
| <input type="checkbox"/> Bed & Breakfast | <input type="checkbox"/> nights |
| <input type="checkbox"/> Resort | <input type="checkbox"/> nights |
| <input type="checkbox"/> Camping or trailer park | <input type="checkbox"/> nights |
| <input type="checkbox"/> Home of friends or relatives | <input type="checkbox"/> nights |
| <input type="checkbox"/> Private cottage or vacation home | <input type="checkbox"/> nights |

- | | |
|---|---------------------------------|
| <input type="checkbox"/> Commercial cottage or cabin | <input type="checkbox"/> nights |
| <input type="checkbox"/> Other (hostel, universities, etc.) | <input type="checkbox"/> nights |
| <input type="checkbox"/> Don't know/refusal | <input type="checkbox"/> nights |

Q17A What means of transportation did you use to travel the greatest distance on this trip?

(Interviewer: Mark one only)

- Auto (include motor homes, jeeps, trucks, vans & campers, etc.)
- Air
- Bus
- Rail
- Boat
- Other (include motorcycles / bicycles, etc.)
- Don't know/refusal

Q17B Was it a Canadian air carrier?

- Yes
- No don't know/refusal

Q18 What was your main reason for taking this trip?
(Interviewer: Mark one only)

- Visiting friends or relatives
- Pleasure
- Personal
- Business
- Non-business convention
- Don't know/refusal

Q19 Did you attend a convention?

- Yes
- No/don't know/refusal

Q20 On this trip did you...

(Interviewer: Read list and mark all that apply)

- Visit friends or relatives?
- Shop?
- Do some sightseeing?
- Attend a festival, fair or exhibition?
- Attend a cultural performance, for example a play, or a concert?
- Attend an aboriginal or native cultural activity?
- Attend a sports event?
- Visit a museum or art gallery?
- Visit a zoo or a natural exhibit?
- Visit a theme park?
- Visit a national or provincial park?
- Visit an historic site?
- Go to a bar or nightclub?
- Go to a casino?
- Take a cruise or boat trip?
- None of the above
- Don't know/refusal

Q21 Did you participate in any sports or outdoor activities?

- Yes
- No/don't know/refusal

22 What were these sports or outdoor activities?
(Interviewer: Read list and mark all that apply)

- Swimming
- Other water-based activities
- Golfing
- Hunting
- Fishing
- Bird or wildlife viewing
- Cross-country skiing
- Downhill skiing
- Snowmobiling
- Walking or hiking
- Cycling
- Other (Specify)
- Don't know/refusal

Q23A I would like to ask you some questions about the cost of this trip. Please include all costs related to this trip including taxes and tips even if they were paid for by someone else. Please do not forget to include the costs for the "NUMBER" household members who went on this trip.

Q23B Were all the costs of this trip paid for by you or members of your household?

- Yes No/don't know/refusal

Q23C Who paid for all or any part of this trip? Was it...

- | | Yes | No/don't know |
|--|--------------------------|--------------------------|
| a government? | <input type="checkbox"/> | <input type="checkbox"/> |
| a private sector business or organisation? | <input type="checkbox"/> | <input type="checkbox"/> |
| yourself or other individuals? | <input type="checkbox"/> | <input type="checkbox"/> |

Q24 How many package deals, if any, were purchased for this trip or part of this trip?

(Interviewer: a package deal must include more than one expense item, (for example, transportation and meals or accommodation and car rental, etc.) If respondent has more than one package deal, combine the costs.)

package deals

Q25 Did this package include:
(Interviewer: Read the list and mark all that apply)

- Vehicle rental
- Air, boat, train or bus transportation
- Food and beverages
- Accommodation
- Recreation and entertainment
- Other
- Don't know/refusal

Q26 How many nights were included in this package?

nights

Q27 What was the cost of this package? \$

Q28A Was money spent ...

	Yes	No/don't know	How much \$
- to rent a vehicle (e.g., rental fees and insurance)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- to operate a private or rented vehicle (e.g., gas, repairs)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on local transportation (e.g. city buses, subways and taxis)?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on airplane, boat, train or commercial bus fares?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages prior to leaving home for use on the trip?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages at restaurants and bars?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on food and beverages at stores during the trip?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on accommodation?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on recreation and entertainment?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>
- on clothing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text"/>

Q28B Was money spent on any other purchases or expenses? (Interviewer: Exclude items bought for commercial purposes and major purchases such as real estate and vehicles.)

- Yes No/don't know/refusal

Q28C What were the major items included in this expense?

Q28D How much? \$

Q28E Excluding items bought for commercial purposes and major purchases such as real estate and vehicles, about how much money was spent in total? \$

Q29 What percentage of the total expenditures for the trip were paid for by:

- | | |
|--|------------------------|
| a government? | <input type="text"/> % |
| a private sector business or organisation? | <input type="text"/> % |
| yourself or other individuals? | <input type="text"/> % |

Q30A Did you take any other trips which were identical to this one and which ended in "reference month"?

- Yes No/don't know/refusal

Q30B How many identical trips were there?

trips

Q31 Did you or any member of your household contact Tourism Saskatchewan for tourist information prior to or during this trip? (If destination was Saskatchewan or night was spent in Saskatchewan or person moved from Saskatchewan during reference month).

Yes No/don't know/refusal

Q32 (Interviewer: If "reference month" is in December, ask Q 32.) During the eleven month period from January 1 to November 30, 1997, did you take any non-business trips of one night or more to a destination... (Interviewer: Read the list and mark all that apply)

- Within the province?
- To some other province?
- To the United States?
- To a foreign country other than the United States?
- None of the above?

Q33 For the year 1996, what was your total household income before taxes and deductions, including income from wages, salaries, tips, commissions, pensions interest, rents, etc.

Was it less than...	Yes	No	Don't know/ refusal
\$20,000?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$40,000?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$60,000?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$80,000?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Thank you for your participation in the Canadian Travel Survey.