

A record amount was spent on travel in the United States by residents of Canada during 1956; the total of \$391,000,000 represents an additional \$28,000,000 as compared with the previous record spent in 1955. Most of the additional expenditure appeared in the long-term traffic where the increase amounted to \$24,000,000; short-term travellers spent an extra \$4,000,000 during 1956. The average expenditure was \$78.79 per long-term visit, a 2-p.c. increase over 1955, and \$2.37 per short-term visit, a 2-p.c. decrease over 1955. The average expenditure for all visits was \$14.44. On a per capita basis, residents of Canada spent \$24.32 for travel in the United States in 1956. This is a higher figure than the average per visit because, besides the effect of commuters, many Canadians make several trips to the United States in a year. The Canadian averages are all much higher than corresponding rates for United States visitors. Per capita expenditures of Americans on travel in Canada averaged about \$1.85 in 1956, while the average expenditure per visit to Canada was \$11.18.

Canadian expenditures in the United States included purchases of merchandise. Declarations made under the \$100 customs exemption privilege during 1956 totalled close to \$73,000,000, an increase of \$3,600,000 over the previous year and nearly 19 p.c. of the total amount spent by Canadians while travelling in the United States. This latter percentage was about the same as in 1955.

A special study on characteristics of Canadian travel to the United States shows that, in 1956, 38 p.c. of the respondents reported recreation as the purpose of visit, 30 p.c. went to visit friends or relatives, 19 p.c. went to shop and 10 p.c. went on business or for educational purposes. Information on the destination of longer-term visitors to the United States showed that the State of destination varies with the season of the year. During the first three months of 1956, nearly 24 p.c. of the Canadian visitors covered in the sample went to Florida. The proportion dropped to 10 p.c. in the second quarter, 4 p.c. in the third and 5 p.c. in the fourth. Altogether for the year, between 9 and 10 p.c. gave Florida as their destination, a figure which changed little from 1955. New York drew over 28 p.c., which was the greatest number of Canadian visitors to any State during the year; during the second and fourth quarters the percentage was somewhat higher, which suggests a seasonal pattern influenced by holiday periods. The State of Washington was the destination of 11 p.c., Michigan 9 p.c. and California 5 p.c. Visitors to California preferred the first quarter of the year when the proportion was nearly 8.5 p.c.

It was also found that the States immediately south of the border attract the greater percentages of re-entries to bordering provinces. Thus, from the Atlantic Provinces over 38 p.c. of the Canadian visitors reported visits to Massachusetts, 28 p.c. to Maine and 15 p.c. to the State of New York. More than 39 p.c. of the residents of Canada returning through Quebec and Ontario visited New York State without going farther south. Many re-entries through Quebec also visited Massachusetts, Vermont and Florida. Michigan attracted over 17 p.c. of the Ontario visitors and Florida nearly 14 p.c. Almost 64 p.c. of the visitors returning to Manitoba and 48 p.c. returning to Saskatchewan had been to Minnesota and North Dakota. Of the re-entrants to Alberta, 41 p.c. had not travelled beyond Montana, 11 p.c. remained in the State of Washington and 9 p.c. visited California. Canadians who re-entered British Columbia stayed very close to the Pacific Coast; over 59 p.c. had been in Washington and 33 p.c. had visited California, Oregon and Idaho.

Travel between Canada and Overseas Countries.—Travel between Canada and overseas countries continued to show considerable expansion during 1956, particularly in the number of visits to overseas countries by residents of Canada. The expenditures of Canadians in overseas countries rose more rapidly than the receipts of visitors from overseas, resulting in a record deficit of \$79,000,000, which was about half of Canada's travel deficit for the year.

Residents of Canada returning direct from overseas countries *via* Canadian ports numbered 106,100, about 18,100 more than in the previous year. These direct re-entries were supplemented by an estimated 33,000 who travelled *via* the United States, making a