

Ontario, and 27 p.c. in Quebec. Michigan was the State of origin for 21 p.c. of Ontario's long-term motorists and Massachusetts provided 28 p.c. of the entries into the Atlantic Provinces. Over one-half of the motorists remaining 48 hours or more in British Columbia originated in the State of Washington, while 22 p.c. came from California. The majority of long-term automobile entries in the Prairie Provinces were from the States immediately south of the border—Montana, North Dakota and Minnesota. All non-automobile forms of travel, with the exception of rail, carried more United States visitors to Canada in 1959 than in 1958. Receipts from such traffic were also higher; visitors arriving by aircraft accounted for nearly 38 p.c. of the total.

The number of Canadians returning from trips to the United States in 1959 was about 568,200 higher than in 1958 and Canadian travel expenditures in that country were consequently up by \$35,100,000. Close to 67 p.c. of the increased volume was in short-term visits lasting less than 48 hours but over 76 p.c. of the increase in expenditures was in the category of long-term traffic outside Canada (48 hours or more). Canadian purchases in the United States declared under the \$100 customs exemption at \$73,000,000 were \$1,000,000 lower than in 1958, continuing the trend in evidence in recent years of a dwindling proportion of expenditures being spent on the purchase of merchandise.

Almost 64 p.c. of the Canadian visitors to the United States in 1959 were motorists who remained 24 hours or fewer and who accounted for only 7 p.c. of the expenditures. Conversely, motorists remaining 48 hours or more represented just 12 p.c. of the volume but nearly 43 p.c. of the expenditures. There were altogether 22,204,800 re-entries by automobile in 1959, a slight increase over 1958.

The number of Canadians returning from the United States other than by automobile was 5,785,100 in 1959 and their expenditures amounted to \$213,300,000. About 44 p.c. of the over-all increase in Canadian expenditures in the United States was attributable to this travel category. More residents returned by bus (exclusive of local bus) than by any other form of non-automobile transportation, but the highest expenditures were recorded by persons travelling by air. Air travel between Canada and the United States has shown a fairly constant growth in recent years while a certain amount of irregularity has appeared in the pattern of other types of non-automobile travel.

Particulars of Canadian travel behaviour in the United States were ascertained, as in previous years, through a mail questionnaire distributed to a selected group of travellers. Data obtained through this survey pertain mainly to the long-term category of traffic. Returns from the 1959 survey indicated recreation as the most popular reason for entering the United States, accounting for 45 p.c. of all visits, about 5 p.c. more than in 1958. Visiting friends or relatives accounted for 28 p.c., shopping trips for 15 p.c., business for 8 p.c., health 3 p.c. and other reasons 1 p.c. Less than 1 p.c. of the travellers went across the border for purposes of formal study. Certain seasonal trends are always apparent; business and shopping trips reached their peaks in the second or fourth quarters of the year and recreation during the third quarter when trips to the United States for reasons of health were at a minimum.

Survey data suggested that the Canadians travelling to the United States for formal study remained, on the average, nearly three months and spent \$633. Lower averages were recorded by the shopper, who spent \$74 during a three-day stay, a period of time closely related to the 48 hour minimum stay required for the \$100 customs exemption. The recreation-bound visitor remained, on the average, 10 days and spent \$138. According to the survey, the States most frequently visited by Canadian travellers were New York which attracted 27 p.c., Washington 11 p.c., Florida 10 p.c., Michigan 9 p.c. and California 6 p.c. Generally, the destination of the Canadian traveller lay in the State or States immediately south of the province in which he resided.