

the provinces with the largest populations and the highest incomes—about 43 p.c. resided in Ontario, 27 p.c. in Quebec and 13 p.c. in British Columbia. Comparing direct and indirect travel, the greatest difference, aside from the number of persons in each category, was in the purpose of trip reported; recreation was the main purpose of 61 p.c. of the travellers going overseas via the United States and 45 p.c. of those doing direct.

Travel to Canada from overseas has also been increasing. In 1964 about 112,800 overseas visitors came to Canada and spent an estimated \$72,000,000, an increase of \$12,000,000 over the amount spent by such visitors in 1963. Visitors from Britain spent \$33,000,000 or 45.8 p.c. of the total and those from other sterling areas, \$11,000,000 or 15.3 p.c.; from other European countries, \$17,000,000 or 23.6 p.c.; and from other areas, \$11,000,000 or 15.3 p.c. During the year, 50,700 visitors arrived directly from Britain, representing 45 p.c. of the total non-immigrant entries from overseas countries; those from other Commonwealth countries numbered 8,870 or 8 p.c.; from other European countries, 37,400 or 33 p.c.; and from other areas, 15,800 or 14 p.c. Far more overseas visitors travelled by air than by ship. In 1964, 98,100 persons, or 87 p.c. of the direct entries, arrived by aircraft at Canadian international airports and 13,500 persons arrived by ship.

Based on questionnaire replies by overseas visitors to Canada in 1964, residents of Britain remained in Canada 33-34 days on the average, those from other European countries 34 days, those from other Commonwealth countries about 26 days and those from all other areas 15-16 days. During 1964, 66.5 p.c. of all travellers from overseas came to Canada to visit friends and relatives compared with 72.5 p.c. in 1963, 17.8 p.c. reported business as their main purpose compared with 15.1 p.c. in 1963, and those who came for recreational purposes made up 13.3 p.c. of the total compared with 10.7 p.c. in the previous year. Purpose of trip showed considerable variation according to area of residence. Almost 76 p.c. of the visitors from Britain came to visit friends or relatives but the proportion of arrivals from other countries for this purpose was only 42.5 p.c. The percentage of travel for business reasons ranged from close to 14 p.c. of the visitors from Britain to between 25 and 26 p.c. of those from other European countries. Recreation was reported by only 8.7 p.c. of the travellers from Britain but by more than 33 p.c. of those from other countries.