

more than in 1965. Overseas visitors entering Canada direct numbered 149,502, an increase of 12.5 p.c., and 261,261 came by way of the United States.

Expenditures by international travellers reached new records in 1966, mainly as a result of the increased volume. Money spent by foreign visitors in Canada and by Canadians in other countries are of importance to the travel industry and influence Canada's balance of payments position. In 1966, an estimated \$900,000,000 was spent by Canadians travelling abroad, 13.1 p.c. more than in 1965, and visitors to Canada from all countries spent \$840,000,000, an increase of 12.4 p.c. over the previous year. Thus, the balance of payments position was a little less favourable in the later year, the deficit on travel account with all countries amounting to \$60,000,000 compared with \$49,000,000 in 1965. This position was accounted for mainly by a higher deficit on account with overseas countries, since Canadians spent \$162,000,000 more overseas than overseas visitors spent in Canada; payments by Canadians were estimated at \$272,000,000, up 9.7 p.c. over 1965, and receipts from overseas visitors were \$110,000,000, up 26.4 p.c. On the other hand, a credit balance of \$102,000,000 was realized on travel account with the United States; Canadian payments totalled \$628,000,000, an increase of 14.6 p.c., and receipts from United States travellers in Canada amounted to \$730,000,000, a gain of 10.6 p.c. over 1965.

Travel Between Canada and the United States.—In 1966, 35,325,000 United States residents spent \$730,000,000 in Canada. The low average expenditure per person was attributable to the large number of short-term travellers who spent little during their visit. Persons entering and leaving Canada on the same day numbered 22,507,300, roughly 64 p.c. of the volume, but expenditures by this group were estimated at \$78,655,000 or only 11 p.c. of the total receipts. On the other hand, visitors staying one or more nights in Canada spent \$651,277,000, which was 89 p.c. of the total expenditures, although they formed only 36 p.c. of the entries from the United States.

The 26,868,100 residents of the United States who visited Canada by car in 1966 spent an estimated \$473,700,000. This was an increase in volume of 2.5 p.c. and an increase in expenditure of 7.8 p.c., indicating a larger outlay per person than in 1965. The number of persons entering by rail decreased again in 1966 but those coming by air, bus and boat increased 14, 11 and 7 p.c., respectively. The 710,000 travellers entering from the United States by air spent \$104,900,000, the 698,000 entering by bus spent \$77,100,000, the 552,000 entering by boat spent \$11,000,000 and the 344,000 coming by rail spent \$30,300,000. The main province of destination of United States travellers entering Canada by air, bus and rail was Ontario, as specified by 45 p.c. of those completing travel questionnaires. Quebec followed with 27 p.c. and British Columbia with 13 p.c.

Expenditures by Canadians for travel in the United States (excluding Hawaii) reached a record level in 1966 at an estimated \$616,200,000. Of the total 34,679,900 Canadians returning from the United States, 27,422,500 or 79 p.c. returned on the same day as they left Canada; these short-term travellers spent \$57,600,000 or 9 p.c. of the total payments, the remaining expenditures being made by persons staying one or more nights in the United States. Canadians travelling by automobile accounted for 81 p.c. of the total number and 58 p.c. of the total expenditures.

A questionnaire survey recording the purpose of trips of Canadians returning from the United States in 1966 showed the main reasons for travel to that country to be recreation or holiday, reported by 59.6 p.c., visits to friends or relatives by 24.8 p.c., and business by 8.4 p.c. Residents of Quebec reported the highest percentage of recreation trips at 68 p.c., Ontario accounted for the highest percentage of visits to friends or relatives at 32 p.c., and Alberta the highest percentage for business trips at 12 p.c.