

Unlike export trade, the growth of import trade with the United States has been slower than with all countries. In 1971, exports and imports reached new highs of \$17,743.6 million and \$15,606.6 million, respectively. Moderately rising demand from the United States and weaker overseas markets, along with a sharp rise in Canadian import demand, reduced the trade balance from \$2,868.2 million to \$2,137.0 million.

18.4 International travel

Travel between Canada and other countries grew at a slower rate in 1971. Both receipts and payments from international travel increased by less than 5%, compared with gains of close to 15% a year earlier, and receipts rose at a slightly higher rate than payments, reducing the deficit on travel account. The growth in travel in 1971 was dampened to a greater degree in North America than in Europe, where rapid growth rates were experienced for the second consecutive year. Travel earnings for both Canada and the United States advanced by less than 7%, while European countries registered substantial gains of about 20%. In Japan, travel receipts declined following the World Exposition in Osaka by a rate identical to that experienced in Canada after Expo 67.

Since 1961, non-resident travellers visiting Canada have increased by 10 million, approaching a total of 39 million in 1971. Non-residents staying one or more nights, who account for the greater proportion of expenditures, numbered 15 million in 1971. Canadian travel receipts, in turn, have increased almost threefold since 1961, reaching \$1,283 million. Receipts in 1971 accounted for just under 6% of the total current receipts in the balance of payments, virtually unchanged since 1961. Compared with other major countries, Canada ranked sixth in travel earnings from non-resident visitors in 1971. Those countries ranking ahead of Canada were, in order, the United States, Spain, Italy, the Federal Republic of Germany and France. Austria and the United Kingdom ranked closely behind Canada.

The number of Canadian residents returning from visits abroad over the past ten years has increased by 20% to a total of 35 million in 1971. The number of long-term travellers has doubled over the same period to a total of 11 million. Canadian travel payments have more than doubled the 1961 figure and reached a record high of \$1,494 million. Internationally, Canada ranked third in total resident travel expenditures abroad, behind the United States and the Federal Republic of Germany but ahead of France and the United Kingdom.

The share of disposable income on foreign travel at about 2.5% has not significantly changed since 1961. Per capita expenditures on Canadian travel abroad, in terms of current dollars, have increased steadily from \$35 in 1961 to \$69 in 1971.

Travel between Canada and the United States. The growth in travel receipts from United States residents levelled off in 1971 with a gain of only 4% compared with increases of 13% and 8% in the two previous years. The slower rate of growth may be a reflection of the uncertain economic climate prevailing in 1971 and of the appreciation of the Canadian dollar, which moved close to parity in terms of the United States dollar.

The number of United States travellers visiting Canada in 1971 totalled 38.4 million, 3.5% more than in the previous year. Travellers entering Canada and leaving the same day numbered 24.1 million while the remaining 14.3 million stayed one or more nights in Canada.

The private car remained the dominant form of transportation (86%) for United States residents visiting Canada; about 12.8 million automobiles with 33.2 million visitors were reported entering Canada during 1971. The rate of growth in air travel stabilized in 1971 following substantial increases in 1970 and 1969, and bus travel grew at the rate of 14%, while rail travel was affected by the closure of services through various ports across the country.

The travel characteristics of United States visitors to Canada remained basically similar to those in 1970. The majority of travellers originated from the Middle Atlantic and East - North - Central regions, and the main destinations reported by respondents to survey questionnaires were Ontario and Quebec. The prime reasons for coming to Canada were recreation and visits to friends or relatives, and the main type of lodging used while in Canada remained hotels, motels and resorts; the average length of stay of long-term travellers was about five nights.

Canadian visits to the United States in 1971 numbered 34.3 million, down from 35.7 million in 1970, as the result of 6.1% fewer short-term visits to the United States. Canadian residents staying one or more nights in the United States increased 2% from 1970.

The automobile remained the preferred mode of transportation in travel to the United States, 86% of the total re-entries and 80% of those staying one or more nights in 1971. Travel