

Total receipts in 1971 equalled the record spending of overseas visitors during Canada's centennial year. An analysis of previous years' data reveals that since 1950 the growth in receipts has been linear and has doubled approximately every seven years.

Overseas visitors from the United Kingdom comprised 27.7% of the total compared with 29.5% in 1970. Visitors from OECD countries in Europe accounted for 36.5% of total entries, unchanged from the previous year; 41.9% of this group were residents of the Federal Republic of Germany or France.

Estimated expenditures by area of residence indicate that visitors from the United Kingdom spent \$42 million in 1971 compared to \$44 million the previous year. Visitors from the other OECD countries in Europe spent \$54 million in 1971, a slight increase over 1970.

Overseas visitors remained in Canada an estimated 9.8 million nights, a 7.4% decrease from 1970, the average stay decreasing from 19.7 nights to 18.0. Average expenditure per trip decreased from \$192 to \$186, a reflection in part of the decrease in length of stay. Of total entries from overseas 80.8% were classified as tourists and visitors, and 45.8% indicated Ontario as their province of destination, 28.5% named Quebec and 14.7% British Columbia.

The growth in Canadian resident travel to overseas countries continued in 1971 as lower fares continue to lure more Canadians abroad. In 1971, 1,197,200 Canadian residents returned from visits to overseas countries, an 8.9% increase over the previous year. Total expenditure of Canadian residents was \$550 million, including international fare payments to foreign carriers, compared to \$524 million spent in 1970.

Questionnaire response shows that 20% of total Canadian resident travellers re-entering from abroad gave the United Kingdom only as their main destination. Residents of Canada returning from trips to other OECD countries in Europe only accounted for 21.0% of total re-entries, and Bermuda and the Caribbean accounted for 18.0%.

Total person nights in 1971 numbered 30.0 million, a 2.8% increase over the previous year. The average stay decreased from 26.6 nights in 1970 to 25.1 in 1971, and the total of nights stayed has approximately doubled since 1968. The average expenditure in 1971 was \$341 compared with \$352 a year earlier, and does not include international transportation fares, which have been excluded for the calculations; the average expenditure has changed only marginally since 1968, when it was \$350.

The majority of Canadian residents returning from overseas countries indicated holiday and recreation as the main purpose of their trip. In 1971 this group accounted for 61.4% of total re-entries from abroad compared with 57.4% in 1970, and those residents visiting friends and relatives accounted for 26.1% of total re-entries compared with 29.7% in the previous year.

Sources

- 18.1 Information Services Branch, Department of Industry, Trade and Commerce.
- 18.2.1 Information Services Branch, Department of National Revenue.
- 18.2.2 Information Services Branch, Department of Industry, Trade and Commerce.
- 18.3 External Trade Division, General Statistics Branch, Statistics Canada.
- 18.4 Financial Flows and Multinational Enterprise Division, System of National Accounts (Current) Branch, Statistics Canada.