

Sport Canada contributes to national sport championships and helps many athletes take part in international competitions. An international exchange program has enabled Canadian athletes to attend training camps and competitions in a number of countries. In return athletes from many of these countries have spent some time in Canada.

Canada Games is Canada's major national multi-sport competition held every second year. The fitness and amateur sport branch contributes toward facilities and operating costs.

Recreation Canada is a program directorate that seeks to increase awareness of the importance of fitness and physical recreation and encourages greater participation in these activities. Support has been given to organizations concerned with table tennis, badminton, synchronized swimming and the activities of such groups as boys and girls clubs, Girl Guides, Boy Scouts and the YMCA national council. Support was given to a project to plan changes in elementary school physical education programs, to national agencies concerned with physical activity and fitness levels of disabled Canadians, and to the annual Northern Games for native peoples.

The branch supports Sport Participation Canada, known by the slogan ParticipAction. This promotes virtually every physical activity among Canadians including jogging, bicycling, walking, skating, tennis, squash, sailing and cross-country skiing.

A fitness section encourages a healthy lifestyle through physical activity. Fitness levels of employees in government and the private sector are being measured, and on-the-job fitness programs have been launched for employee groups. Booklets, records and tapes have been produced to promote fitness breaks to replace traditional coffee breaks. Materials are available for Canadians of all ages from teenagers to senior citizens.

A national advisory council of fitness and amateur sport has 30 members representing all provinces and territories of Canada. The council meets three times a year to advise the minister responsible for fitness and amateur sport.

About 70,000 Canadians were interviewed in a research study on participation in fitness and amateur sports activities, conducted by the research section of the branch in collaboration with Statistics Canada. The survey indicated that 59% of the Canadian population over 14 years took part in at least one physical activity with swimming and walking being by far the two most popular activities.

17.9 Tourism

Tourism affects the lives of almost all Canadians. It has an impact on lifestyles and provides a change of pace from contemporary social pressures. It also can contribute to national unity by increasing understanding among people of different regions of the country.

Tourism is a major earner of foreign exchange for Canada and, given the propensity of Canadians to travel abroad, travel income from visitors is a key plus value in the international balance of payments. It was estimated that Canadians spent nearly \$4.0 billion on international trips in 1979 while non-resident visitors spent almost \$2.9 billion during their stay in Canada; the travel deficit of \$1.1 billion was about \$600 million less than the deficit in 1978.

Tourism is also a significant generator of domestic spending. In 1979 Canadians spent about \$9 billion travelling within Canada. Including both domestic and international expenditures, tourism was thus a business worth \$12 billion to Canada in 1979. This is equivalent to about 5% of the gross national product and generates directly or indirectly over 100,000 jobs or 9% of the Canadian labour force.

In 1979, preliminary figures showed that 12.3 million non-resident tourists staying one night or longer entered Canada, down 3.3% from 1978 and 12.2 million Canadian residents re-entered the country from international trips of one or more nights, down 9.6%.

Tourists from the United States decreased by 6.3% to 10.6 million in 1979. US tourists travelling by automobile decreased by 10.4% to 7.8 million entries while non-automobile tourists numbered 2.8 million, 7.3% above 1978. A record total of 2.0 million visitors from countries other than the United States entered Canada in 1979,