

promotional materials including instructional and motivational sport films.

**Plans for 1988 Winter Olympics.** As part of federal government overall strategy for the 1988 Winter Olympic Games in Calgary, a plan has been prepared to develop Canada's "best ever" Winter Olympic Team. In the preceding five-year period, an estimated \$25 million in special funding will be added to about \$5.5 million being spent each year by Sport Canada on the 10 winter Olympic disciplines.

**Fitness Canada** encourages greater participation in physical activity to develop better fitness levels for Canadians of all ages. It assists more than 60 national organizations such as: the Canadian association for health, physical education and recreation, the Canadian parks/recreation association; Canadian council on children and youth and the Canadian associations for public health, badminton, cycling and diving.

A popular Canada fitness award program for youngsters of 7-17 years has been adapted for the trainable handicapped. Another major area is fitness for older Canadians.

Fitness Canada sponsored the first national physical activity week. It supports ParticipAction campaigns in the news media and projects encouraging a healthy lifestyle through physical activity. A sport demonstration project tours Canada on semitrailers visiting fairs and exhibitions.

**Research.** A Canada fitness survey of 1981 was the first of a series of five-year studies to provide information for updating standards, and the first in-depth look at fitness levels and activity patterns among Canadians. Fitness Canada pioneered employee fitness and its program is in use in many companies.

During 1981-82, Fitness Canada enabled the Canadian public health association to conduct an employee fitness program adapted for blue-collar workers in three Canadian companies. These projects are now prototypes for other industrial employee programs.

### 15.11 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. The economic effects of tourism are dealt with in Chapter 17, Merchandising and services. While the pleasure of travel cannot be measured in dollars and cents, the activities of travellers have been reported in a 1982 Canadian travel survey conducted by Statistics Canada and sponsored primarily by Tourism Canada. At all times of the year, visiting friends and relatives was the leading activity during trips over 80 km in Canada, reported for nearly half the trips of all persons surveyed. This reached its peak later in the year, no doubt reflecting Christmas season family visits. Other frequently-reported activities were shopping (27% of all person-trips) and sightseeing (16%). Swimming was the most popular sporting activity (11%). Downhill and cross-country skiing were each noted on only 2% of person-trips on an annual basis, but downhill skiing was reported on 9% of trips during January-March 1982 and cross-country skiing, 7%.