

istics, such as climate, water and topography, to attract visitors. Tourists are becoming more discerning and demanding about the value for money spent and are putting more emphasis on the tourism/culture connection. Recent promotional campaigns in the US, undertaken by a consortium of arts companies, museums and government agencies, have focused on the tourism-arts connections of the major cities across Canada.

A 1985 study found that Canada's strength as a vacation destination, for visitors from the US, was the fact that it was a foreign destination, close and familiar, yet different. The essential difference is Canada's British and French heritage, the ethnic diversity of the people and their regional and local traditions. Canada's strength as a pleasure travel destination is that it provides a different set of experiences from those offered in the United States. Continued growth and developments within the creative and

performing arts communities of Canada can only assist in aiding the evolution of a distinctive and therefore stronger domestic tourism industry.

While not all tourist travel can be considered as leisure in nature — with business, conference and personal travel being the most notable exceptions — leisure activities account for a significant proportion of the time spent while travelling. The activities of travellers have been reported in the 1984 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 for just over one-half of all trips of 80 km in Canada. Other frequently reported activities were shopping (31% of all person-trips), sightseeing (16%) and nightlife (13%). Swimming was the most popular sporting activity (11%). Cross-country and downhill skiing accounted for 12% of all person-trips in the first quarter of 1984.

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