

Statistics Canada International Travel Survey

Background & Methodology

[From *International Travel 2011*. Statistics Canada. December 2011. This write-up applies to 2010 travel year data. The numbers would change very slightly for 2011 travel year data upon which this report is based.]

Background

The statistical series on travel between Canada and other countries originated in the early 1920s primarily as a requirement for the Canadian Balance of International Payments.

The method of collection relied heavily on the detailed administrative records of Canada Border Services Agency (CBSA) and Citizenship and Immigration Canada (CIC) authorities to obtain the number of border crossings and on the officers from these departments to distribute questionnaires to a sample of travellers in order to collect information on their trip spending.

The accuracy of these methods depended on the completeness of the records of traveller movements and the representativeness of the sample expenditures derived for each category of traveller.

The statistical processes continued to rely on the administrative records of co-operating departments until 1972. Several changes in the methods of documenting visitors and resident travellers, resultant from policy revisions by CBSA and CIC programs, have led in the past to changes in definitions and breaks in statistical continuity. The purpose of the change in 1972 was to standardize definitions, methods and requirements for the collection of traveller counts, in light of the movement toward facilitation of traffic flows, and as a means of more adequately controlling the survey results.

The original purpose of the questionnaire surveys was only to collect expenditure data to be applied to the traveller counts in order to derive aggregate expenditures on visitors to Canada and residents returning from abroad. The first questionnaires were short and contained only three or four questions. The response rate was satisfactory and consistent from year to year.

As travel gained in importance to the Canadian economy, the tourism industry voiced the need for more detailed information on travellers for market research and industry planning. The questionnaires were gradually expanded to include as many as 19 questions on different characteristics, including purpose of trip, duration, locations visited, types of accommodation used, activities and expenditures. The last major changes to the questionnaires were

made in 1990. However, minor modifications were introduced in 2001.

Prior to 1990, questionnaires for United States residents visiting Canada were distributed to these travellers when returning to their country by United States Customs officials. The questionnaires were processed by the United States Department of Commerce and the results were sent to Statistics Canada. Since 1990, questionnaires are distributed to residents of the United States upon entering Canada during sampling periods by CBSA officials. Completed questionnaires are mailed to Statistics Canada for processing.

Between 2000 and 2001, several methodological initiatives were developed to improve the quality of the estimates based on the questionnaire surveys. These initiatives include a bias adjustment to the population weights, a procedure for imputing international transportation fares and total trip spending, an air exit survey of overseas visitors, a regional weighting of questionnaires from overseas visitors, a new production schedule to accommodate the inclusion of new questionnaires and a new method for calculating the coefficients of variation.

In 2002, the 2000 and 2001 data from the questionnaire surveys were revised to incorporate the results of these initiatives. Since 2002, these initiatives are part of the new methodology used to produce estimates from the questionnaire surveys. This new methodology is summarized under "Questionnaire surveys" in the "Data quality, concepts and methodology — Description of methods" section. Also, documents describing in a more detailed fashion the new methodology and each of the new initiatives are available upon request.

The introduction of this new methodology resulted in a break in the time series of estimates based on the questionnaire surveys. Consequently, data from previous years are not comparable to revised 2000 and 2001 data, and data published since 2002. However, 2000 and 2001 data were revised to allow users to make comparisons to those years.

The methodology used may be subject to two types of bias: a distribution bias, that is, the questionnaires may not be handed to a random selection of travellers and a non-response bias, that is, returns may not be representative of the travelling public.

Although about 88,600 non-resident travellers entering Canada and 101,500 returning residents were covered by the survey to produce the 2011 estimates, these numbers represent less than 1.0% of the total traffic.

Given the size of the sample, the basic purpose of the questionnaire surveys (the estimation of visitors' spending at the Canada and regional level and spending of resident travellers by region of the world) continues to be met with reasonable levels of reliability providing the assumption of negligible biases is not violated. Estimations of expenditures and other characteristics at lower levels of aggregation, such as certain provincial data and detailed cross-classifications, strain the capacity of the survey; the resultant estimates are less reliable and several of them are not sufficiently reliable to be published, as can be seen in several tables of this publication.

Travel and the balance of payments

Spending by non-residents visiting Canada (receipts) and spending by Canadian residents returning from trips abroad (payments) are incorporated in the travel account which is an integral part of the current account of the Canadian Balance of International Payments. In 2011, travel receipts, included in exports as part of "services", represented about 3.1% of all current account receipts while travel payments, included in imports as part of "services", represented approximately 5.1% of all current account payments.

In the context of the Canadian Balance of Payments, receipts in the travel account are defined to include all expenses incidental to travel in Canada by non-residents. Among these are expenditures in Canada for lodging, food, entertainment, local and intercity transportation and all other purchases of goods and services (including gifts) made by travellers. The series thus includes any purchases of personal goods to be exported by travellers. Also included are medical expenses and education expenses of non-residents in Canada as well as foreign crew members' spending in the country.

Payments in the travel account are correspondingly defined to include all expenses incidental to travel abroad by residents of Canada. Among these are expenditures abroad for lodging, food, entertainment, local and intercity transportation and all other purchases of goods and services (including gifts) made by the travellers. The series thus includes any purchases of goods to be imported for personal use by travellers. Also included are medical expenses and education expenses of Canadian residents outside Canada as well as Canadian crew members' spending in other countries.

The travel account does not conform precisely to the concepts recommended by the International Monetary Fund (IMF). Under those concepts, personal expenditures of foreign migrant workers or Canadian migrant workers, including temporary and seasonal workers and commuters, are part of other balance of payments accounts. However, due to survey limitations, these expenditures are included in the Canadian international travel account.

Furthermore, it should be noted that travel receipts exclude international transportation fares paid by non-resident travellers to Canadian carriers. Also, travel payments do not include international transportation fares paid by Canadian residents to foreign carriers. In both cases, these expenditures are included in another balance of payments account, in accordance to the IMF conceptual framework.

Description of methods

Two methods are presently used to collect international travel statistics: the "Frontier counts" and the "Questionnaire surveys". Both of these methods depend greatly on the co-operation of Canada Border Services Agency (CBSA) in the collection of the number of border crossings and the distribution of questionnaires to international travellers.

Frontier counts

All ports of entry across Canada participate in determining the number of travellers by selected categories and by type of transportation, as well as the number of cars, trucks, motorcycles, snowmobiles and bicycles in the case of highway and ferry points.

The forms used by CBSA officials in the enumeration process are described as follows:

E-62 Entry tally. Form used to record the number of daily travellers and vehicles arriving by land and by ferry, at points of entry on the United States-Canada border. Each form indicates the number of automobiles, trucks, motorcycles, bicycles, snowmobiles and their associated travellers cleared for entry by CBSA agents, as well as the travellers coming to Canada by other modes of transport such as bus, train and on foot. Since 1998, the Integrated Primary Inspection Line (IPIL) formerly known as the Primary Automated Lookout System (PALS) has been used to replace the manual E-62 tally. Presently, 37 ports across Canada utilize this automated system to record over 88.0% of Canada's international automobile traffic.

E-63 Commercial and private craft/passenger and crew arrivals. Form used to record travellers entering Canada by private plane or boat. This form is also used to record travellers and crews on commercial freighters, passenger ferries, cruises and some commercial air flights. The CANPASS telephone reporting system also records the number of travellers entering Canada by private plane or boat. The CANPASS system also allows pre-authorized travellers, as well as special permit holders, to cross the border by car without CBSA's agents interaction.

E-311 Customs declaration card. Form used to record on a census basis travellers entering Canada by commercial plane, including schedule and charter arrivals, at the 18 major international airports. The family Customs Declaration Card was introduced in

April 1999. The purpose of this card is to facilitate the clearing of international travellers at the point of entry. Up to four family members living at the same address are allowed on the same card compared to only one person on the old individual E-311 card. In order to estimate the number of travellers recorded on the family Customs Declaration Cards, data capture is done on a sample or census basis depending on the traveller type and airport size (see text table 1). For other airports, census based administrative data is obtained from E-63 forms to produce the estimates.

Text table 1

Sampling rates of the family Customs Declaration Cards by type of traveller and size of airport, 2011

	Large	Medium		Small	
		Medium- large		Medium- small	
	Percent				
Canadian residents returning from the U.S.	5	10	100	25	100
Canadian residents returning directly from overseas	5	10	100	25	100
Canadian residents returning from overseas via the U.S.	5	100	100	100	100
U.S. travellers	5	10	100	25	100
Overseas travellers coming directly to Canada	50	50	50	100	100
Overseas travellers coming to Canada via the U.S.	50	50	50	100	100
Crew members	50	50	50	50	50
Military, immigrants and former residents	100	100	100	100	100

1. Size of airport is defined as follows: large for Montreal (Trudeau), Toronto (Pearson), Calgary and Vancouver; medium-large for Halifax, Ottawa and Edmonton; medium for Quebec, Mont-Tremblant, London, Toronto Island and Victoria; medium-small for Winnipeg; small for St. John's, Gander, Yarmouth, Saskatoon and Regina.

Detailed instructions are provided to aid CBSA officials in the task of collecting data on these documents. A continual liaison function is performed by the International Travel Section with the supplying department, CBSA, to review, discuss and resolve inconsistencies in the reported figures.

A monitoring system has been established to compare incoming data with information available from independent sources, such as airport management reports, toll figures, provincial road counters, etc. The above, as well as reference to weather reports, special

events and direct contacts with port authorities, helps the verification and the explanation of irregular fluctuations in reported figures.

The completed forms are submitted continuously to Statistics Canada for processing, analysis and publication. In 2011, the number of documents processed was estimated as follows: 132,700 E-62; 644,100 E-63; and 16,131,800 E-311.

Questionnaire surveys

Continuous questionnaire surveys are used to secure information on the expenditures and other characteristics of international trips and travellers to and from Canada.

Collection methods of mailback questionnaires

Mail-back questionnaires are handed out each quarter to the travel party on entry (non-residents) or re-entry (residents of Canada) by CBSA officials according to pre-arranged schedules. Five different questionnaires are used in the collection process.

Since 1979, a stint distribution system has been used to distribute these questionnaires to travellers at all border ports sampled. A stint consists of a selected period of several days during which questionnaires are to be distributed to eligible travellers. Each port involved in this scheme receives, for each of its stints, a specific quantity of numbered questionnaires and a date on which to start the distribution. On the start date, the officers hand out the questionnaires on a continuous basis to the appropriate travelling population until they have all been distributed. The Liaison staff of the International Travel Section call each port the day before the stint is to start to make sure the questionnaires have arrived and to remind the officers to start the distribution the next day. In this way, the questionnaire return rate of each stint and the length of the stint can all be used as a measure of performance for each stint.

The number of questionnaires distributed in each port for each quarter is set by taking into account the number of travellers who cleared customs through the port in that quarter during the previous year, as estimated by the frontier counts. Respondents are requested to mail back their completed questionnaires in Canada (for Canadian and overseas travellers) or from the United States (for U.S. travellers). Here is a brief description of the mail-back questionnaires.

Questionnaire (8-2200-356) for United States travellers visiting Canada. Distributed by CBSA officials during sampling periods to travellers residing in the United States at most land, air and some sea ports. However, at land ports, questionnaires are distributed only to United States residents taking an overnight car trip to Canada or entering Canada by a mode of transportation other than car. The questionnaires are completed by the travellers and returned to Statistics Canada for processing.

Questionnaire (8-2200-337) for residents of countries other than the United States visiting Canada. Distributed by CBSA officials during sampling periods to travellers residing in overseas countries at most land, air and some sea ports; the questionnaires are completed by the travellers and returned to Statistics Canada for processing.

Questionnaire (8-2200-336) for Canadian residents returning from trips outside Canada. Distributed by CBSA officials during sampling periods to Canadian residents re-entering Canada, at most land, air and some sea ports. However, at land ports, questionnaires are distributed to Canadian residents who took a trip abroad, except those returning from a same-day car trip to the United States. The questionnaires are completed by the travellers and mailed to Statistics Canada for processing.

Questionnaire (8-2200-338) for Canadian residents returning from a same-day trip to the United States by auto (a visit of less than 24 hours). Distributed by CBSA officials to Canadian residents who return to Canada by car after a same-day trip to the United States (one questionnaire per vehicle). The questionnaires are completed and mailed to Statistics Canada for processing. Since the same-day traffic is considered to be fairly homogeneous, a less frequent sample is taken than for the longer-term traffic.

Questionnaire (8-2200-345) for United States residents entering Canada by auto for a same-day trip (a visit of less than 24 hours). Distributed by CBSA officials to United States residents taking a same-day car trip to Canada (one questionnaire per vehicle). The questionnaires are completed and mailed to Statistics Canada for processing. Since the same-day traffic is considered to be fairly homogeneous, a less frequent sample is taken than for the longer-term traffic.

Collection methods of Air Exit Survey of Overseas Visitors

In the case of overseas travellers returning directly (as opposed to via the United States) to selected overseas countries, additional questionnaires are obtained via the Air Exit Survey of Overseas Visitors (AES).

This survey has been conducted by Statistics Canada since 2000. Its primary objective is to improve the quality of estimates on the characteristics of trips and travellers by air from overseas countries. Personal interviews are conducted in designated airports in Canada. It is an add-on to mail-back questionnaires distributed by CBSA officials to residents of overseas countries visiting Canada.

At the international airports in five cities (Vancouver, Calgary, Toronto, Montreal and Halifax), Statistics Canada's interviewers conduct personal interviews with a sample of overseas travellers as they await their return flights to targeted overseas countries. The countries targeted are those from whom we attract the

most travellers. They include principally the United Kingdom, France, Germany and Australia, as well as a number of smaller markets, such as Japan and Mexico. These interviews are conducted each month and the collection period lasts 3 to 7 days.

The number of interviews targeted at each airport for a particular month and a particular overseas country is obtained by selecting a representative sample of flights to the selected country. During the collection period, interviewers arrive at the departure lounges for the selected flights in order to interview departing overseas travellers. All overseas travellers waiting to embark on the selected flights are interviewed until the first boarding call, whether or not they are of the targeted countries. The interviewing team consists of interviewers of different language skills, enabling interviews to be conducted in the native language of the travellers where possible. The questionnaire used (**Questionnaire 8-2200-400**) is a customized version of questionnaire 8-2200-337 and is available in ten languages.

About 7,600 interviews were completed in 2011. Since 2000, this collection method has achieved a response rate of over 95.0%.

Processing and imputation of questionnaires

All mail-back and AES questionnaires for a given quarter are submitted to a complex control system and the reported data are captured, coded and verified. Only questionnaires accepted by the system are ultimately used for the production of the estimates for the quarter.

A certain amount of data imputation is performed in specific fields of accepted questionnaires. Missing international transportation fares and/or total trip spending are imputed if the remainder of the fields on the questionnaire are valid. The imputed values of the recipient questionnaire are calculated by taking into account the mean of corresponding fields on donor questionnaires that have trip characteristics identical to those of the recipient questionnaire.

Total imputation (i.e. imputation of complete questionnaires) is carried out for all Port Factor groups (PFGs)¹ or strata that are outside the scope of mail-back questionnaire distribution. There are 120 Canadian and American PFGs for which Statistics Canada never receives questionnaires. These PFGs refer to modes of entry that are not targeted by the questionnaire distribution (train, private plane or boat, motorcycle, bicycle, pedestrians, etc.) or to ports of entry that do not participate in the distribution of questionnaires. For these out-of-scope PFGs, the characteristics of travellers and trips are estimated, using imputed questionnaires. These imputed questionnaires are duplicates of questionnaires that were obtained in 1990 for the same quarter and same PFGs. In 2011, these questionnaires represented only 3.4% of total travellers from the United States to

Canada and 1.1% of Canadian residents who travelled outside Canada.

Total imputation is also performed for any in-scope PFG for which we have received an insufficient number of questionnaires for the quarter. In these instances, all the questionnaires from the same quarter of the previous year that belong to the PFG are brought forward and added to the sample of that PFG for the reference quarter.

If necessary, additional total imputation is also performed for U.S. car travellers by state of origin to meet minimum requirements based on the frontier counts.

In 2011, 45,400 questionnaires from non-resident travellers and 50,900 questionnaires completed by resident travellers were used to produce estimates.

Weighting

For estimation purposes, the responses obtained through the questionnaire surveys must be treated as a simple random sample from the total traffic in each stratum (port or group of ports, by type of traffic, by quarter). The data may in fact be subject to some degree of "distribution bias", due to the fact that the questionnaires may not be handed to a random selection of travellers, or to a "non-response bias" due to the fact that the individuals replying may not be representative of the population.

Complex weighting techniques used in the estimation process attempt to reduce the effect of these two types of bias. In order to do so, the questionnaires completed by the international travellers are disaggregated by known characteristics into homogenous groups (PFGs). In the case of questionnaires obtained from the United States and Canadian travellers, those characteristics are port of entry, type of traveller, mode of entry and duration of stay. In the case of questionnaires obtained from overseas travellers, the characteristics used are country of residence and type of entry. For example, two of the main factor groups include questionnaires from American travellers entering¹ and leaving on the same day by car and those from American travellers entering by car and staying one or more nights.

The questionnaires for each PFG are first weighted according to frontier counts. The weights assigned to all questionnaires for a given PFG are such that the estimate of the number of travellers derived from these questionnaires matches the frontier count for that PFG.

¹ In the International Travel Survey, the target populations (American, overseas and Canadian international travellers) are partitioned into 594 Port Factor Groups, based on selected characteristics such as country of residence, mode of entry and duration of stay.

Once the initial weights are assigned, bias adjustments are applied to the weights of certain questionnaires.

A second stage of weighting called the bias adjustment is done for questionnaires completed by certain categories of air travellers. These include U.S. travellers, Canadian travellers returning from the U.S. and Canadian travellers returning directly from overseas countries who came through the international airports of Vancouver, Toronto, and the province of Quebec. They also include overseas air travellers originating from the United Kingdom, Germany, France and Japan.

This second stage consists of modifying the initial weights of questionnaires that were obtained from these travellers in order to incorporate more reliable information on trip purpose and duration. This information is derived from a sample of Customs declaration cards (E-311 cards) filled by these travellers. Adjustments to the initial weights are such that estimates on trip purpose and duration compiled from the questionnaires correspond to those obtained from the E-311 cards.

By using more data from the E-311 cards, the procedure for weighting air traveller questionnaires has become more accurate. The use of more precise weights provides better quality estimates and limits the possibility of bias in the questionnaire results obtained for air travellers.

Starting with 2011, another bias adjustment is done for U.S. travellers entering Canada by car. For those travellers who came by car through the largest land ports equipped with the Integrated Primary Inspection Line (IPIL) system, a second stage of weighting is also done. Referred to as the state bias adjustment, it is based on the vehicle state registration information obtained from the IPIL system. The initial weights of these questionnaires are adjusted to better reflect the distribution of travellers from the states that provide the largest volume of travellers. For the top states of origin by PFG by quarter, the statistics obtained from the questionnaires will match those obtained from the frontier counts. The 2010 U.S. traveller statistics have also been revised to incorporate this state bias adjustment.

In addition, a supplementary adjustment, called the regional weighting adjustment, is done to the weights assigned to overseas questionnaires to take into account the region of entry of the travellers. Using the raking-ratio statistical technique, this adjustment ensures that the derived estimates of the number of travellers from the questionnaires closely match the frontier counts at the region of entry level (by type of entry), while maintaining an exact match at the country of residence level. However, the raking-ratio technique does not guarantee an exact match when the country of residence as well as the region of entry or type of entry are considered. The provincial

composition of the five regions used in the process is as follows: Atlantic (Newfoundland, Prince Edward Island, Nova Scotia, and New Brunswick), Quebec, Ontario, Prairies (Manitoba, Saskatchewan, Alberta) and British Columbia (including Yukon, Northwest Territories and Nunavut).

In general, this supplementary adjustment allows for the production of more consistent and more reliable estimates on the characteristics of overseas travellers at the regional level.

Production schedule

Each quarter's data on the characteristics of international trips are first released as preliminary estimates, about five months after the end of the quarter. These estimates are based on all questionnaires for the quarter that are obtained before the preliminary cut-off date for the collection, which is about two and a half months after the end of the quarter.

Three months later, the revised estimates for the quarter are released, together with the preliminary estimates for the next quarter. Included in the production of the revised estimates are all questionnaires for the quarter that are received before the final cut-off date for the collection, which is about five and a half months after the end of the quarter.

Data quality and reliability indicators

Questionnaire distribution and response may be biased. The International Travel Survey (ITS) uses several methods to minimize this bias and improve the estimates. Questionnaires are weighted to frontier counts, which are robust statistics obtained from administrative sources. Thus, spending tends to be driven by volumes (frontier counts). Bias adjustments are done for U.S. and Canadian air travellers entering through the three largest international airports, for air travellers coming from four major overseas countries of origin, and for car travellers coming from the United States.

In sample surveys, since inference is made about the entire population covered by the survey on the basis of data obtained from only a part (sample) of the population, the results are likely to be different from the "true" population values. The true population values in this context refer to the values that would have been obtained if the entire population was surveyed under the same conditions. The error arising due to drawing inferences about the population on the basis of information from the sample is termed sampling error.

The sampling error, in addition to the size of the sample, depends on factors such as variability in the population, sampling design and method of estimation.

Additionally, even if the sample design, the size of the sample, and the estimation procedure were the same,

different characteristics (on which data have been collected from the sample) would possess different sampling errors, due to the fact that they have different degrees of variability in the population. For instance, the sampling error for expenditure estimates would be different from the sampling error for length of stay, both estimates being based on the same sample. Each of the possible samples would yield somewhat different sets of results. The sampling errors are measures of the variation of all the possible sample estimates around the true values.

The expected value of a variable is the average of the variable taken over all possible samples weighted by the probability of drawing the sample. The difference between the expected value of an estimate and the corresponding true value is called the bias of the estimate. The mean square error of an estimate is defined as the expected value of the square of the deviation of the estimate from the true value. The variance of an estimate is defined as the expected value of the square of the deviation of the estimate from its expected value. Thus, when an estimate is unbiased (i.e., its bias is zero), its variance and mean square error are equal.

The accuracy of estimates from sample surveys is affected by both variance and bias. Under the assumption of simple random sampling within each stratum and with the further assumption of absence of bias, the variance of an estimated characteristic value is a good indicator of its reliability. Since the true variance of the estimate depends, like the estimate itself, on the whole population, it must be estimated from the available sample.

A notable feature of probability sampling is that the quality of the estimates may be estimated from the sample itself. The estimated coefficient of variation is defined as the ratio of the square root of the estimated variance to the estimate itself. Guides to the potential size of sampling errors are provided by the estimated coefficients of variation. The quality of the estimate increases as the corresponding coefficient of variation decreases.

Given the complex nature of the weighting procedures of the ITS, simple calculations of the variance using standard methods tend to underestimate it. Consequently, Statistics Canada uses the "bootstrap" method for estimating the variance. Under this method, the sample units are sub-sampled and re-weighted many times over. From these sub-samples, an estimated variance is obtained to calculate the estimated coefficient of variation.

In all tables in the publication, the estimated coefficients of variation were used to evaluate the reliability of estimates derived from the questionnaire surveys. The reliability of these estimates is identified as follows:

Text table 2

Reliability of the estimates

Identification in tables and reliability level	Coefficient of variation
Estimates released without restrictions – Good	0.0 to 16.5
Estimates followed by the letter E – Fair	16.6 to 25.0
Estimates are not released and replaced by the letter F - Poor to very poor	25.1 and over

Because Statistics Canada does not control the distribution of the questionnaires by CBSA border service officers, response rates cannot be calculated for questionnaires. It is known that distribution, particularly at high volume ports, can be poor. In 2000, the survey had 54,600 returned and completed questionnaires as a result of CBSA distribution; this number dropped to 27,400 in 2011. As a result, in the corresponding period the number of imputed records has increased from 39,900 in 2000 to 61,800 in 2011. This is less of a problem on the overseas residents' file where the Overseas Air Exit Survey supplies many questionnaires. Imputation is proportionately higher for the United States travellers' file and the Canadian travellers' file. Initial trend analysis on the United States file has shown that much of the imputation is of short duration trips and the trend, in terms of spending, is not changed much by the imputation. Statistics Canada is working with CBSA to improve questionnaire distribution and is looking into developing alternative methods of imputation.

Dissemination

In addition to this publication, international travel statistics can be obtained by accessing or purchasing the following products. Data from the frontier counts are available in CANSIM, tables 427-0001 to 427-0006.

Data on the international travel account are also available in CANSIM, tables 376-0001, 376-0003 and 376-0005.

Annual data on certain characteristics of international trips are available free of charge on Statistics Canada's website.

Statistics Canada Daily, Travel between Canada and other countries

catalogue no. 11-001-X. Publishes preliminary monthly counts of international travellers as soon as they become available – usually six weeks after the reference month. This release covers the four travelling populations, usually at the national level: United States residents visiting Canada, residents from overseas countries visiting Canada, Canadian residents returning from the United States and Canadian residents returning from overseas countries.

Statistics Canada Daily, Characteristics of international overnight travellers, catalogue no. 11-001-X. Approximately five months after the end of the quarter, a brief text about the trends in the main characteristics of international overnight travellers is released in the Daily to announce the availability of preliminary data.

Statistics Canada Daily, International travel account, catalogue no. 11-001-X. Approximately two months after the end of the quarter, an analysis of the trends in the international travel account is released in the Daily to announce the availability of preliminary data.

International Travel, Advance Information, catalogue no. 66-001-PWE. A monthly document listing preliminary figures on international trips is usually available six weeks after the reference month. Table 1 breaks down the number of trips by foreign travellers and trips by Canadian travellers returning to Canada by mode of transport and length of stay. Tables 2 and 3 outline a selected list of categories of foreign overnight travellers to Canada by province of entry. Table 4 gives a detailed list of Canada's major overseas travel markets and Tables 5 and 6 provide a breakdown of overnight trips by Canadians returning by province of re-entry from both the United States and all other countries.

Micro-data files. Available per flow per quarter. Four flows exist: Canadian residents returning from the United States, Canadian residents returning from overseas countries, United States residents visiting Canada and residents from overseas countries visiting Canada.

Definition of terms

The definitions of terms described in this section relate to the statistics of international travel by Canada and, although close, they do not necessarily coincide precisely with definitions developed internationally or elsewhere nationally. The definitions are restricted by the nature of the survey and the physical limitations of the collection process at border points. The frontier counts and the questionnaire distribution are conducted at points of entry by Canada Border Services Agency (CBSA) and target Canadian residents returning to Canada and non-residents entering Canada. Interviews targeting selected non-residents are also conducted at points of exit at Canadian airports.

International traveller

The term "international traveller" applies to all persons arriving in Canada who are cleared through CBSA points of entry. Any person may cross into Canada more than once in the same period. The method of collection counts each crossing made. The numbers, therefore, represent numbers of crossings (entries or re-entries), and include multiple counting of travellers

crossing the border more than once over the same period. The term "international traveller" is divided into three groups: non-resident traveller, resident traveller and other traveller.

Non-resident traveller. A non-resident traveller is an international traveller resident of a country other than Canada who enters through Canadian customs on a visit for a period of less than one year. Canadian citizens residing in other countries who come to Canada on leave or for other reasons, for a period of less than one year, are included.

Resident traveller. A resident traveller is an international traveller resident of Canada who has travelled outside of Canada for a period of less than one year and who is returning to Canada through Canadian customs. Foreign citizens, who are residing in Canada, travelling abroad on leave or for other reasons, for a period of less than one year, are included.

Other travellers. Other travellers include the following types of international travellers:

- **Immigrants.** Citizens of other countries entering Canada to take up permanent residence for more than one year.

- **Former residents.** Canadian citizens returning to Canada to re-establish permanent residence after residing outside Canada for more than one year.

- **Military personnel, diplomats and dependents.** Canadian citizens and dependents who have been stationed abroad and who are returning from postings. Foreign citizens and dependents entering Canada on a military or diplomatic posting.

- **Crews.** Persons engaged in the operation of a transport; plane, boat, truck, etc.

International tourist An international tourist is a resident international traveller staying overnight outside Canada or a non-resident international traveller staying overnight in Canada.

United States Includes the United States mainland, Hawaii and Alaska.

Overseas Includes all countries except Canada and the United States, as defined above.

Transportation mode

Automobile. Motorized highway passenger car having a designated seating capacity of ten or less. This also includes motor homes (single unit motorized vehicles designed for camping), truck campers (shells attached to a truck to convert it into a vehicle that can be used for camping) and buses for private use. Taxis are also included. Vehicles on car ferries that meet this definition are also considered as automobile traffic

Bus. Motorized highway vehicle used for carrying passengers for commercial purposes (to lease as a charter or on a seat basis). This category also

includes vehicles used to transport students or employees of a company.

Air. Commercial, charter and private plane.

Other methods. Train, boat, pedestrian, bicycle, motorcycle, etc.

Type of entry

Direct to Canada. Non-residents entering Canada directly or Canadian residents returning to Canada directly from countries other than the United States, irrespectively of mode of transportation used.

Via the United States. Non-residents from countries other than the United States entering Canada or Canadian residents returning to Canada from countries other than the United States via the United States. The length of stay in the United States has no bearing on the classification; a person could be in transit through the United States or could have stayed several days. Three examples follow:

1. A non-resident from countries other than the United States visiting the United States, who during his/her visit enters Canada, would be counted as entering via the United States;
2. A non-resident from countries other than the United States entering Canada directly, who visits the United States during his/her trip, would be counted direct on his/her first entry and via the United States on his/her second entry;
3. A returning resident vacationing in the southern United States who travels to the Caribbean or other countries during his/her trip would be classified as returning via the United States. This latter group is difficult to identify at the border point and may be categorized as returning from the United States only.

By land. Travel by land includes automobile, bus and rail traffic as well as pedestrians and traffic entering by bicycle, motorcycle, etc. Included is traffic entering on car ferries.

By air and sea. Commercial and chartered services, as well as travel by private boat and plane.

Person-trip

Each time a non-resident traveller enters Canada marks the beginning of a person-trip. The traveller's entry is recorded by CBSA. The person-trip concludes when the traveller leaves Canada. For Canadian residents, a person-trip begins when a person departs from Canada and ends when the traveller returns to Canada. His/her re-entry is recorded by CBSA. Person-trips are divided in two categories according to length of trip: same day and one or more nights (or overnight).

For residents, person-trips are either to U.S. destinations or non-U.S. destinations, also known as countries other than the United States or overseas

countries. To avoid double-counting, in cases where resident travellers have visited both the United States and countries other than the United States, the person-trip is classified according to where the traveller spent the most nights. Therefore, unless specified, statistics on resident travel in the United States include only those on trips to U.S. destinations. Likewise, statistics on resident travel in countries other than the United States include only those on trips to non-U.S. destinations.

Person-visit

A non-resident traveller may visit several locations on one trip to Canada; each stay represents a person-visit.

A resident traveller may visit several countries or states before being recorded as having re-entered Canada; each of these visits represents a person-visit.

Person-visits are divided in two categories according to length of visit: same day and one or more nights (or overnight). As one person-trip may encompass several person-visits, the number of person-visits is often greater than the number of person-trips.

Trip or visit duration

Same day. Same-day trips include resident travellers who leave and re-enter Canada the same day and non-resident travellers who enter and leave Canada the same day. Same-day visits include Canadian travellers who visit a foreign country or U.S. state and leave the same day. Same-day visits also include foreign visitors who visit a Canadian location and leave the same day. This category includes persons resident in one country and commuting daily to and from work in another country.

One or more nights. Trips of one or more nights include resident travellers staying overnight outside Canada and non-resident travellers who stay in Canada overnight. Overnight visits include Canadian travellers who visit a foreign country or U.S. state and stay one or more nights. Overnight visits also include foreign visitors who visit a Canadian location and stay one or more nights.

Person-night

Each night a non-resident traveller spends in Canada, or a resident traveller spends outside Canada during a person-trip, is considered a person-night.

Origin or residence

The origin or residence is the place of last permanent residence normally summarized by census region for United States residents, by country for other non-residents and by province for Canadian residents.

Area or region of destination

For resident travel to U.S. destinations, census regions are used to determine the area of destination. For resident travel to non-U.S. destinations, country

groupings (or regions) are used to determine the area of destination. If the traveller indicated two areas of destination, they are coded and split evenly in the tabulations. Trips with three or more areas of destination are coded in a separate category.

Purpose of trip

The main reason for the trip to a country is generally summarized for publication as follows:

- **Business.** Includes attending meetings or conventions, conferences, trade shows or seminars, or other work.
- **Visiting friends or relatives.** Statistics
- **Other pleasure.** Includes holiday, vacation, visiting a second home, cottage or condo, and attending events and attractions.
- **Other purposes.** Includes travel for personal reasons, in transit, shopping, educational study and other.

Expenditures

They refer to trip expenditures made by all members of the travelling party and related to the trip. Expenditures may have been paid for by individuals, by government or by a private sector business. Expenditures include the following categories: accommodation, transportation within a country, food and beverages, recreation and entertainment and others (souvenirs, shopping, photos, etc.). Expenditures are reported in Canadian dollars or converted in Canadian dollars. Expenditures exclude medical expenses, expenses on education and spending by crews. Fares paid to travel between countries, known as international passenger fares, are also excluded.

Travel receipts

Travel receipts are only found in tables on the travel account. They include the expenditures made in Canada by non-resident travellers on the above-mentioned categories, as well as the following supplementary expenditures: medical expenses, expenses on education and spending by foreign crews.

Travel payments

Travel payments are only found in tables on the travel account. They include the expenditures made abroad by Canadian resident travellers on the above-mentioned categories as well as the following supplementary expenditures: medical expenses, expenses on education and expenses made by Canadian crews.

U.S. census regions and corresponding states
Census region States

New England	Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island.
Middle Atlantic	New York, Pennsylvania, New Jersey.
South Atlantic	Maryland, Delaware, Washington D.C., West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida.
East North Central	Wisconsin, Michigan, Illinois, Indiana, Ohio.
West North Central North	Dakota, South Dakota, Minnesota, Iowa, Nebraska, Kansas, Missouri.
East South Central	Kentucky, Tennessee, Mississippi, Alabama.
West South Central	Oklahoma, Arkansas, Texas, Louisiana.
Mountain	Montana, Idaho, Wyoming, Nevada, Utah, Colorado, New Mexico, Arizona.
Pacific	Washington, Oregon, California.
Alaska	Alaska
Hawaii	Hawaii

Note: OTTI's *Pacific* re-definition

Washington, Oregon, California, Alaska, Hawaii

For More Information

Specific inquiries about tourism statistics should be directed to:

Client Services

Culture, Tourism and the Centre for Educational Statistics, Statistics Canada, Ottawa, Ontario, K1A 0T6 CANADA 1-800-307-3382

cult.tourstats@statcan.ca

You can also get information on a wide range of data on tourism and other statistics as well as a description of survey methodology on the Statistics Canada website at www.statcan.ca.

Custom tabulations on the data from which this report is based can be purchased directly from Statistics Canada. Data can be purchased and downloaded directly from the website using a credit card.