

Details on the conceptual differences between TSRC and CTS

Starting in November 2008, tourism organizations and other analysts can estimate Canadians' 2007 domestic tourism volume, value and travel characteristics for locations throughout Canada using the **Travel Survey of Residents of Canada (TSRC)**. They can also make year-to-year comparisons, using TSRC findings for the 2006 calendar year.¹

The TSRC is conducted by Statistics Canada for its System of National Accounts and for national and provincial tourism authorities. It is a telephone survey among approximately 14,000 randomly selected household members each month. Respondents are drawn from Statistics Canada's Labour Force Survey's household sampling frame. Selected adults (18+ years) are asked to report on out-of-town trips they took in the month immediately preceding the interview period. Details are then obtained about each trip that qualifies as a *tourism* trip.

2006 is the new baseline year for domestic tourism in Canada. The TSRC relies on a different approach to defining *domestic tourism* and collects information from a *different portion* of the Canadian population than did its predecessor – the Canadian Travel Survey (CTS), last conducted in 2004. For these reasons, TSRC estimates of domestic tourism volume, value and characteristics are not directly comparable to historical estimates from the CTS. Key differences between the TSRC and CTS are displayed in Chart 1.²

Definition of Tourism

World Tourism Organization (WTO)

The activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited.*

*United Nations and World Tourism Organization, "Tourism Satellite Account: Recommended Methodological Framework", 2001

¹ The TSRC was initiated in 2005. Only limited comparisons can be made between 2005 estimates and subsequent reference years (e.g., 2006, 2007) because of methodological adjustments required during TSRC's initial year.

² Additional differences between the two surveys contribute to the lack of direct comparability between estimates of domestic tourism volume and value between 2004 CTS and 2006, 2007 TSRC (see Appendix for more details).

CHART 1

MAJOR DIFFERENCES BETWEEN TSRC AND CTS ³

	TSRC	CTS
Whose travel is being measured?	Adult residents of Canada’s ten provinces (18 years of age or over).	Residents of Canada’s ten provinces 15 years of age or over are sampled and children's travel is estimated.
Tourism trips – main purpose	Out-of-town trips with main purpose of visiting friends or relatives, for pleasure, vacation or holiday, for personal or business reasons (main reason the trip took place).	Trips taken for reasons such as visiting friends and relatives, pleasure, personal or business trips (respondent’s main reason for taking the trip).
Main purpose categories available for analysis	<ol style="list-style-type: none"> 1. Pleasure, vacation or holiday 2. Visit friends or relatives 3. Conference or convention (includes both business and non-business) 4. Other Business, non-routine 5. Shopping, non-routine 6. Other 	<ol style="list-style-type: none"> 1 pleasure, vacation, holiday 2 to visit friends and relatives 3 for business 4 other reason 5 a convention (business & non-business)
Non-tourism trips (out-of-scope)	<p>Travel by members of the crews of airlines, trains, ships, etc.</p> <p>Regular commuting to work</p> <p>Commuting to school</p> <p>Travel in ambulance to a hospital or clinic</p> <p>Trips that did not originate in Canada</p> <p>Trips longer than one year</p> <p>Travel by truck drivers</p>	<p>Travel of operating crew members of buses, airplanes, boats, etc.</p> <p>Travel to and from work or school (See above)</p> <p>Travel in ambulance to a hospital or clinic</p> <p>Trips that did not originate in Canada</p> <p>Trips longer than one year</p> <p>Moving from one residence to another (except for home-hunting before the actual move).</p>
Other out-of-scope	<p>Travel to conduct routine sales or service calls</p> <p>Travel for military and diplomatic reasons</p> <p>Routine trips⁴ (e.g., errands, household grocery shopping, standing appointments, etc.).</p> <p>Moving (or helping someone) to a new residence (or school)</p> <p>Trips with a main reason of funerals are <i>excluded</i> from TSRC processing/estimates</p>	<p>Trips with a main reason of funerals are <i>included</i> in CTS estimates</p>
Proxy for outside usual environment - overnight trip	Out-of-town (no distance minimum)	80 kms or more one-way from home - all provinces except Ontario. No distance minimum - Ontario
Proxy for outside usual environment - same-day trip	Out-of-town <u>and</u> 40 kms or more one-way from home (all provinces)	80 kms or more one-way from home - all provinces except Ontario. 40 kms or more one-way from home - Ontario
Where Canadian airline fares are	Distributed to census division and sub-division of the main airport associated with each of (1) the	Assigned to census division and sub-division of the trip’s origin.

³See Appendix 1 for more detailed information on differences between the CTS and TSRC.

⁴See Appendix 2 for more detailed information on “out-of-scope” trips.

assigned.

trip's origin, (2) Canadian locations in which overnight stops were made, and (3) Canadian destination.

Appendix 1

Chart A-1 provides more details about changes between the TSRC and CTS and some of the possible impacts on estimates that might be expected as a result of the changes.

CHART A-1	DIFFERENCES BETWEEN TSRC (2006, 2007) AND CTS (2004)		
	TSRC (2007, 2006)	CTS (2004)	Implications/impacts
Whose travel is being measured?	Adult residents of Canada (18 years of age or over) residing in Canada's ten provinces, apart from people living on Native Reserves, full-time members of the Canadian Armed Forces and inmates of institutions.	Residents of Canada , 15 years of age or over residing in Canada's ten provinces, apart from people living on Native Reserves, full-time members of the Canadian Armed Forces and inmates of institutions are sampled. Children's tourism activity is estimated.	Total volumes of person trips and visits reported in the TSRC will be <i>lower</i> than would have been the case if children's domestic travel had also been measured (as per the CTS). Spending on person trips and visits reported in the TSRC will <i>not be affected</i> by the exclusion of children's domestic travel because estimates of spending are provided for <i>all</i> people in the household who went on an in-scope trip. The same <i>household members on trip</i> approach to capturing spending was used in the CTS.
Tourism trips – main purpose	Out-of-town trips with main purpose of visiting friends or relatives, for pleasure, vacation or holiday, for personal or business reasons (<u>main reason the trip took place</u>).	<i>Trips taken for reasons such as visiting friends and relatives, pleasure, personal or business trips (<u>respondent's main reason for taking this trip</u>).</i>	Relative proportions of trips for various purposes may change because the purpose in the TSRC is linked to the reason <i>without which the trip would not have taken place</i> whereas the wording of the CTS pertained to the respondent's reason for taking a trip. For example, if a spouse accompanies a partner on a business trip, the "business" purpose is the reason the trip took place (TSRC) and should be the reported reason for either the spouse or the partner. In the CTS, the spouse might not have reported his/her trip reason as business.
Main purpose categories available for analysis	1. Pleasure, vacation or holiday 2. Visit friends or relatives 3. Conference or convention (includes both business and non-business) 4. Other Business, non-routine 5. Shopping, non-routine 6. Other	1 pleasure, vacation, holiday 2 to visit friends and relatives 3 for business 4 other reason 5 a convention (business & non-business)	"Shopping" is available as a distinct main reason in the TSRC. For direct comparability to CTS, shopping should be combined with <i>pleasure, vacation, holiday</i> . To obtain a total "business" purpose in the TSRC, users would combine <i>conference or convention</i> and <i>other business</i> , recognizing that there will be some "noise" in this combination because of non-business convention trips.

CHART A-1	DIFFERENCES BETWEEN TSRC (2006, 2007) AND CTS (2004)		
	TSRC (2007, 2006)	CTS (2004)	Implications/impacts
Non-tourism trips (out-of-scope) ⁵	Exclusions of <i>routine</i> trips for various household, medical, and religious reasons (see Appendix 2 for detailed list)	See Appendix 2 for detailed list	Volume and spending estimates in the TSRC are likely to be <i>lower</i> than would have been the case if routine household shopping, medical, religious and “errand” trips had been included as <i>tourism</i> trips, as they were in the CTS.
Proxy for <i>outside usual environment</i> - overnight trip	Out-of-town (no distance minimum)	80 kms or more one-way from home - all provinces except Ontario. No distance minimum - Ontario	Volume and spending estimates for overnight trips in the TSRC are likely to be <i>higher</i> than would have been the case if an 80 kms distance minimum for <i>leaving the usual environment</i> had been retained (as per the CTS).
Proxy for <i>outside usual environment</i> -same-day trip	Out-of-town <u>and</u> 40 kms or more one-way from home (all provinces)	80 kms or more one-way from home - all provinces except Ontario. 40 kms or more one-way from home - Ontario	Volume and spending estimates for same-day trips in the TSRC are likely to be <i>higher</i> than would have been the case if an 80 kms distance minimum for <i>leaving the usual environment</i> had been retained (as per the CTS). The ratio of overnight to same-day trips is expected to shift, in favour of same-day because the distance minimum for same-day trips has diminished, from 80 kms to 40 kms.
Where Canadian airline fares are assigned.	Distributed to census division and sub-division of the main airport associated with each of (1) the trip’s origin, (2) Canadian locations in which overnight stops were made, and (3) Canadian destination.	Assigned to census division of sub-division of the trip’s origin .	The direction of impacts on spending for domestic carrier fares is difficult to predict for locations with one of Canada’s <i>main</i> airports. What is certain, however, is that most rural and smaller urban centers (census divisions) will move from locations in which carrier fares <i>might have</i> been assigned historically (CTS) to categories in which no carrier fares will be assigned. For example, airfares that are assigned to the Halifax airport in the TSRC might have been assigned to as many as fourteen different counties in Nova Scotia based on the CTS “ <i>assign to origin</i> ” rule. In the TSRC, fares are assigned only to the county in which the main

⁵Listed items for TSRC are from STC’s Jan 24, 2007 communication piece.

CHART A-1	DIFFERENCES BETWEEN TSRC (2006, 2007) AND CTS (2004)		
	TSRC (2007, 2006)	CTS (2004)	Implications/impacts
			<p>airport designated to cover the other 13 counties by Transport Canada is located.⁶</p> <p>In effect, domestic airfares will be assigned to only the locations displayed in Appendix 3. The “catchment areas” for each major airport are provided in Statistics Canada’s documentation for the TSRC.</p>
Where spending on other categories is assigned	<p>Apart from transportation categories, spending is distributed to locations in which nights were spent on a <i>per night</i> basis for overnight trips and to the main destination for same day trips. Spending for accommodation is allocated <i>only</i> to locations in which commercial lodging establishments were used. Vehicle operation, rental and local transport are assigned to origin, locations visited and/or main destination, depending on the type of transportation used on the trip.</p>	Same as CTS.	
Type of lodging used on trip	<p>Hotel; motel; resort, cottage, cabin or vacation home; campground, RV park or back country camping; bed and breakfast or tourist home; hunting and fishing lodge, camp or outpost; boat or cruise ship; spa; farm or guest ranch; other paid accommodation (hostel, dormitory, etc.);</p>	<p>Hotel; motel; bed & breakfast (include tourist homes); Hunting or fishing lodge; resort, camping or trailer park; home of friends or relatives; private cottage or vacation home; commercial cottage or cabin;</p>	<p>Additional categories in TSRC (highlighted) will facilitate more detailed analysis of commercial and non-commercial lodging information.</p>

⁶ Airfares that might have been assigned to the following 14 Nova Scotia counties in CTS will be assigned only to Halifax County in TSRC: Shelburne, Yarmouth, Digby, Queens, Annapolis, Lunenburg, Kings, Hants, Halifax, Colchester, Cumberland, Pictou, Guysborough, Antigonish.

CHART A-1	DIFFERENCES BETWEEN TSRC (2006, 2007) AND CTS (2004)		
	TSRC (2007, 2006)	CTS (2004)	Implications/impacts
	other unpaid (an airport, airplane, train berth, RV outside a campground/RV park, or vehicle such as a car or truck)	other (hostel, universities).	
Categories of spending	New breakdown of “recreation/entertainment” spending into (1) <i>on sports or recreational activities, including equipment rentals for such activities</i> and (2) <i>on cultural or entertainment activities, or attractions.</i>	Single category “recreation and entertainment”	
Activities on trip	<p>TSRC 2006</p> <p>Apart from prompts for two categories of activities (see below), the “activities on trip” question is <i>unaided/unprompted</i> in the 2006 TSRC. Respondents were asked to <i>volunteer</i> “what if any, <i>outdoor, nature or sporting activities, cultural, amusement or entertainment activities and any other activities</i> they (personally) engaged in while on the same-day or overnight trip. Specific mentions volunteered in this context were marked on a pre-coded list or were recorded by interviewers for subsequent coding. Note: the activity question was changed for the 2007 reference year.</p>	Aided list of activities, read by interviewers to respondents.	Participation rates in various activities can be expected to change substantively because TSRC relies on <i>volunteered</i> (unaided) responses whereas the CTS relied on <i>aided</i> responses to a list of specific activities.
Activities on trip	<p>TSRC 2007</p> <p>Respondents were read a list of activities and asked if they <i>personally participated</i> in each while on overnight trips (only). No activities were asked about same-day trips. The list included specific</p>		Activity participation rates between TSRC 2006 and TSRC 2007 are not comparable because of the very different manner in which the questions were asked in the respective surveys.

CHART A-1	DIFFERENCES BETWEEN TSRC (2006, 2007) AND CTS (2004)		
	TSRC (2007, 2006)	CTS (2004)	Implications/impacts
	<p>winter outdoor activities only from October to May. See Appendix 4 for list. For same day trips, only the major activity was asked.</p>		

Appendix 2: Main Reason for Trip - Differences between CTS/TSRC

Main Reason	TSRC (2007, 2006)	CTS (2004)
Non-tourism trips (out-of-scope) ⁷	Travel by members of the crews of airlines, trains, ships, etc.	Travel of operating crew members of buses, airplanes, boats, etc.
	Regular commuting to work	Travel to and from work or school (i.e. commuting)
	Commuting to school	See above
	Travel in ambulance to a hospital or clinic	Travel in ambulance to a hospital or clinic
	Trips that did not originate in Canada	Trips that did not originate in Canada
	Trips longer than one year	Trips longer than one year
	Travel by truck drivers	
	Travel to conduct routine sales or service calls	
	Travel for military and diplomatic reasons	
	Regular household or grocery shopping	
	Moving (or helping someone move) to a new residence (or school),	Moving from one residence to another(except for home-hunting before the actual move)
	Regular medical or dental appointments or check-ups	
	Regular attendance at religious observances/services	
	Trips for various regular chores such as picking up someone at the arena.	
Funeral - <i>tourism</i> trip declared out-of-scope for TSRC processing	Trips with a main reason of funerals are <i>excluded</i> from TSRC estimates ⁸	Trips with a main reason of funerals are <i>included</i> in CTS estimates

⁷ Listed items for TSRC are from STC's Jan 24, 2007 communication piece.

⁸Note: the rationale for excluding funeral trips from processing in TSRC relates to sensitivity about collecting detailed information about these trips rather than their status as meeting or not meeting WTO guidelines regarding touristic trips. Trips to attend a funeral are *in scope* from a definitional perspective. "Funerals are collected by the TSRC application but are considered out of scope in all processing. This means that we have raw counts of trips where the main reason is funeral but the trips are not weighted and no imputation is done for expenditures.

Appendix 3: Main Airports at which *all* domestic carrier fares in Canada to be assigned in TSRC

Main Airport	PR/CD	CSD	Main Airport	PR/CD	CSD
Newfoundland & Labrador			Manitoba		
ST. JOHN'S	1001	001	WINNIPEG	4611	040
STEPHENVILLE	1004	016	THOMPSON	4622	026
DEER LAKE	1005	007	Saskatchewan		
GANDER	1006	009	REGINA	4706	026
PEI			SASKATOON	4711	066
CHARLOTTETOWN	1102	075	Alberta		
Nova Scotia			MEDICINE HAT	4801	006
HALIFAX	1209	034	CALGARY	4806	016
SYDNEY	1217	030	EDMONTON	4811	012
New Brunswick			GRANDE PRAIRIE	4819	006
SAINT JOHN	1301	006	British Columbia		
FREDERICTON	1303	008	VANCOUVER	5915	015
MONCTON	1307	019	VICTORIA	5917	005
Quebec			NANAIMO	5921	020
ILES DE LA MADELEINE	2401	030	PRINCE GEORGE	5923	023
MONT-JOLI	2409	075	KELOWNA	5935	010
QUEBEC CITY	2423	025	Territories		
MONTREAL	2466	085	YELLOWKNIFE	6106	023
VAL D'OR	2489	005	WHITEHORSE	6001	009
LA GRANDE RIVIERE	2498	904			
Ontario					
OTTAWA	3506	008			
TORONTO	3521	005			
LONDON	3539	036			
SUDBURY	3553	005			
THUNDER BAY	3558	004			

Appendix 4: Activities on Trip Question – TSRC 2007

Now I'm going to ask you about the activities that you personally participated in while on this trip.

Activities (AT)

AT_Q01-02 Did you.... (Questions are asked only if the respondent took an overnight trip.)

List of activities read by the interviewer:

1. Visit a national, provincial or nature park
2. Go camping
3. Go canoeing or kayaking
4. Go boating
5. Go to the beach
6. Go fishing
7. Go wildlife viewing or bird watching
8. Go hiking or backpacking
9. Go cycling
10. Go golfing
11. Go hunting
12. Attend a performance such as a play or concert
13. Attend an aboriginal event (pow wow, performance, other)
14. Attend a festival or fair
15. Visit a historic site
16. Visit a museum or art gallery
17. Visit a theme or amusement park
18. Visit a zoo or aquarium
19. Go to a casino
20. Play team sports
21. Attend a sports event as a spectator
22. Go snowmobiling (*)
23. Go cross-country skiing (*)
24. Go downhill skiing (*)
25. Go snowboarding (*)
26. None of the above
27. Other activities - Specify

Yes__ No __Activity

(*) Category 22 to 25 will appear only between the months of October and May.

