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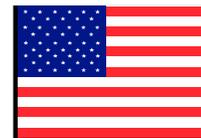




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INTRODUCTION

This edition of *Canadian Travel to the United States—2011* continues the series of annual reports begun in 1980. The Office of Travel and Tourism Industries wishes to thank the International Travel Section of Statistics Canada for providing the data used in this report.

This report provides a comprehensive analysis of Canadian travelers staying one or more nights in the United States in 2011. This travel segment accounted for 43 percent of visitors, but a much higher share of state visits and nearly all of visitor spending. Trends over the past several years are included for enhanced perspective. The 2011 survey sample is drawn from 18,421 voluntary responses (trip records) to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey, which resulted in 24,845 unduplicated state person-visits.

The 2011 edition presents findings in the major topic areas of *traveler metrics* (visitors, visits, visitor-nights, spending), *trip characteristics* (origin province, destination states, trip purpose, activities, length of stay, etc.), and *traveler demographics* (travel party composition, gender, and age).

An interpretive analysis is provided for each category, complete with tables and graphs to illustrate salient points. Data Tables A-J provide state-by-state traveler characteristics and totals for each travel attribute and offer comparative measures against other states or regions, or previous years. Traveler volume and characteristics are reported in the data tables for nine United States regions and 20 states having sample sizes of 400 or more survey respondents.

This report has been designed to meet the needs of a variety of readers. While there is sufficient detail to meet the needs of those who may need in-depth data to consider changes that flow from the research, it is possible to gain key insights by reading only selected portions of the report. Listed below is a guideline for readers who seek varying depths of understanding of this study.

- *A basic understanding* is possible by reading just the Executive Summary, designed to be a two-page standalone document for those interested in the “big picture” findings from this study.
- *A general understanding* is possible by reading the Executive Summary and the first paragraphs in the Detailed Findings, either in full or just the underlined portions that highlight the main point.

- *A broad and deep understanding* is possible by reading the bulleted points in the Detailed Findings, as well as the underlined sentences in the first paragraph of each new section. The bulleted points consistently cover three main detailed analyses and provide supporting detail or further clarification:

- 1) Trends for the variable over the past five years (or longer where appropriate).
- 2) Comparisons between the aggregated main trip purposes of *business/convention*, *visiting friends or relatives*, *holiday/vacation*, and all *other* purposes. These aggregated purposes are defined in the report section on trip purpose.
- 3) Comparisons across state destinations. Typically, these analyses focus on differences between states, not in their performance or share of U.S. totals. For example, the mode of transportation analysis focuses on the finding that 65 percent of visitors to Florida travel by air, not that Florida has a 29 percent market share of all air travelers to the United States. For perspective, most data are provided for *border states*—the 11 states that border Canada by land.

- *Additional insight* is possible from exploring the attached data tables in more detail. Data for past years are available as individual PDF files downloadable directly from the www.tinet.ita.doc.gov website. If interested, go to the *Inbound* page, and click on *Canada* in the Country Profiles section.

IMPORTANT TECHNICAL NOTE: The reader should note that two Canadian traveler volume totals will be used throughout the report and Appendix D:—Data Tables. The official visitor count (one or more nights) for 2011 is 21,344,000 (United States net), an unduplicated total or the total number of overnight travelers that cross the border into the United States. If a traveler visits multiple states on a U.S. trip, each state visit is counted in the reported regional total and in the duplicated U.S. total of 29,173,000 (U.S. sum). Another way to view this is 21,344,000 *net* overnight travelers visited an average 1.4 states to produce 29,173,000 *gross* overnight state traveler-visits, or sometimes called person-visits.

Please use the 21,344,000 volume estimate when computing volume of travel sub-segments based on proportions.



EXECUTIVE SUMMARY

Background and Overview

Background: *Canadian Travel to the United States—2011* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in 2011. The report is prepared by the Department of Commerce's Office of Travel and Tourism Industries (OTTI) and is based on 18,421 responses to a survey conducted by Statistics Canada for their *International Travel Survey of Canadian Residents* traveler survey program. Additional information on Canadian travel to the United States, OTTI, or Statistics Canada can be found on the OTTI website (www.tinet.ita.doc.gov) or the Statistics Canada website (<http://www.statcan.ca/>).

Overview: In 2011 Canada was the number one origin country for the United States in terms of visitors (ahead of Mexico) and number one in terms of visitor spending (ahead of Japan and the United Kingdom). Thus, the six percent increase in visitors from Canada in 2011 contributed 43 percent to the overall visitor increase of five percent from all countries combined. The U.S.'s share of Canada outbound travelers in 2011 was 70 percent, a level that declined over the past decade, but has been up slightly for each of the past two years. In 2011, Canadian outbound to countries other than the United States increased less than five percent.

A few key factors may have contributed to the change in visitors. First, the economy (real GDP) had three quarters of small growth and one quarter of small decline throughout the year. Second, the currency exchange rate for converting Canadian dollars to U.S. dollars entered 2011 just below par, but spent the first nine months of the year above par, including a peak of nearly \$1.06 in mid-July. On average across 365 days, the rate was four percent higher in 2011.

Traveler Metrics

Visitors and Visits: Total Canadian visitors staying one or more nights in the United States in 2011 was 21.34 million, a six percent increase from the 2010 revised level of 20.18 million. The increase built upon the 2010 record level to set a new visitor volume record. The 21.34 million Canadian visitors to the United States in 2011 generated 29.17 million state visits when taking into account travelers visiting more than one state destination on a trip.

Visitor-Nights: Visitor-nights is a travel metric that combines visitor volume with length of stay (nights). Canadian visitor-nights in the United States was 176.1 million in 2011, up nine percent from 2010. This performance reflects the six percent increase in visitors and a small increase in average length of stay (rounded data).

Visitor Spending: Canadians spent US\$16.43 billion¹ while in the United States in 2011, up 15 percent from 2010. This performance reflects the combination of the six percent increase in travelers and a nine percent increase in combined per-traveler spending and exchange rate.

Trip Characteristics

Province of Residence: Ontario generated the greatest number of travelers to the United States. This province accounted for 39 percent of the population, but produced 9.18 million visitors in 2011, or 43 percent of all Canadians visiting the United States. Other top visitor origin provinces include British Columbia (17%), Quebec (17%), Alberta (11%), and Manitoba (5%).

U.S. States Visited: All states benefit from Canadian travelers, but a few border states and a few distant destination states dominate in Canadian visitor metrics. The border state of New York received 3.70 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, Michigan, Nevada, and California. Florida accounted for 16 percent of visitors, but 34 percent of visitor-nights. Conversely, the 11 land border states accounted for 59 percent of visitors, but only 21 percent of visitor nights.

Trip Purpose: *Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 11.14 million, or 52 percent of all Canadian visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (15%). Trip purpose distributions have been stable over the past several years, but differ greatly across the state destinations. Visitors to the border states most often traveled for leisure purposes, but these states collectively had a higher proportion of visitors

¹ This spending estimate compares to the official country estimate of \$23.96 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$23.96 billion, \$19.37 billion is spending in the United States and the remaining \$4.60 billion is passenger fares spent on United States-owned carriers. The \$19.37B differs from the \$16.43B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.



traveling for *other* purposes, which includes shopping.

Activities: Canadians are active travelers during their U.S. visits based on participation rates for 19 leisure-oriented activities. *Shopping* (76%), *sightseeing* (44%), *visit friends or relatives* (32%), and *participate in outdoor sports or outdoor activities* (28%), had the highest participation rates among all travelers. Activity participation differed greatly depending on main purpose of trip, but is relatively high for all categories of the aggregated categories of *leisure*, *business*, *visiting friends or relatives*, and *other miscellaneous*. For example, 30 percent of business/convention travelers *go sightseeing*—a relatively high level compared to the 52 percent of leisure visitors who participate in the same activity.

Length of stay: About 57 percent of all Canadian visitors to the United States were on day trips in 2011. However, this report focuses on U.S. trips of one or more nights, a segment that has grown from 25 percent of travelers in 1990 to a high of 44 percent (2010). Canadian overnight visitors stayed an average 8.25 nights in the United States, but this average is strongly influenced by a few state destinations, such as Florida and Arizona, where large numbers of visitors stay for nearly three weeks on average. In fact, the greatest number of Canadians stayed four nights (the *mode*), while four nights was also the length of stay at which half of Canadians have a shorter stay and half have a longer stay (the *median*). Average length of stay has ranged from 7.37 nights to 8.25 nights over the past several years. This range is small for marketing purposes, but equates to more than nine million visitor-nights when applied to 10.1 million travel parties in 2011.

Transportation Mode: *Automobile* is the dominant mode of transportation of entry to the United States, accounting for 12.7 million, or 59 percent of all Canadian visitors and 68 percent of all visits. Other modes of transportation of entry into the United States were *airplane* (35%), *bus* (3%), *boat* (1%), and all *other* modes (2%, mostly pedestrian). Business travelers most often traveled by air (71%).

Accommodations: Canadians most often stayed in *hotels or motels* (60%) during their United States visit. Other accommodations types are *homes of friends or relatives* (13%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other* miscellaneous types or combinations of accommodations types (23%). These proportions are based on travelers who provided information on accommodations type.

Season/Month of Visit: The third quarter (July–September) produced the greatest number of visitors, 6.9 million, or 32 percent of all Canadians. Visitation in other quarters of the year were: 2nd quarter (25%), 1st quarter (22%), and 4th quarter (21%). The greatest number of visitors arrived in August (13.0%) and July (11.1%). All other months produced between six percent and nine percent of annual visitors. The trend in seasonality has been stable across time and trip purposes. Season of travel differs greatly across the state destinations. In general Canadian travel statistics are impacted by 1st quarter “snow-birds” visiting southern states for extended periods of time.

Spending: Canadian visitors’ spending in the United States increased 15 percent in 2011 to a record \$16.43 billion. *Accommodations* accounted for the largest share of this amount (33%) followed by *food and beverage* (22%). Lower shares of total spending were made for *shopping, souvenirs, etc.* (19%), *transportation while in the United States* (14%), and *recreation and entertainment* (12%). Spending per visitor increased in 2011 to \$770 per person, a seven percent jump from 2010. Spending per-person per-day increased to \$93, continuing a long-term rising trend starting at \$53 in 2001, and interrupted only once by a decline in 2009. The 15 percent spending increase reflects the additive results of an six percent increase in visitors, a four percent increase in the currency exchange rate, and about a five percent increase in visitor spending, which would include increases in travel prices.

Traveler Demographics

Composition of Travel Party: Canadian travel parties to the United States are dominated by two-adult parties (46%). Half as many contained three or more adults (20%), while fewer still contained an adult traveling alone (14%). Twenty percent of all travel parties contained one or more children under age 20 (net). The average party size in 2011 was 2.11 persons versus 2.10 persons in 2010.

Age: The age of Canadian travelers is centered around the 55-65 and 45-54 age groups (23% and 20%, respectively). Children are a member of 20 percent of all travel parties, but accounted for only 11 percent of all travelers. The 65-74 age group (16%) also accounted for many Canadian travelers. Travelers of age 55+ have increased from 32% of all travelers in 2000 to 44% in 2011, or about a one percentage point increase per year.

Gender: Women travelers outnumbered men, 54 percent to 46 percent, respectively.



DETAILED FINDINGS

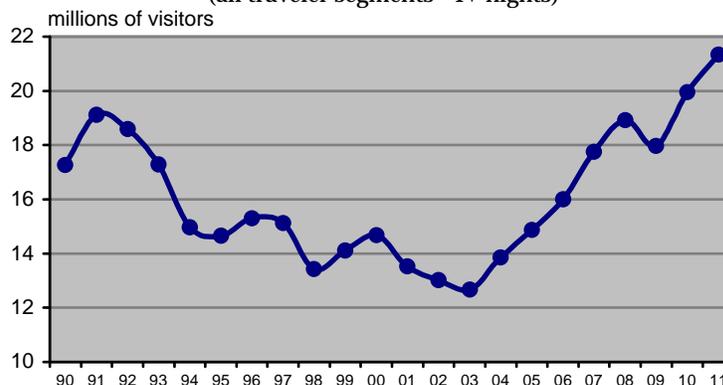
TRAVELER METRICS

Visitors

Canadian visitors staying one or more nights in the United States in 2011 totaled 21.34 million. This level represents a six percent increase from the revised 2010 record level (20.18 million). This report focuses on visitors to the United States staying one night or longer and conforms to the United Nations World Tourism Organization's guidelines for defining and measuring visitor volume. For perspective, overnight visitors accounted for 43 percent of all Canadian visitors—one of the highest levels in (at least) the past 20 years—a much higher share of state visits, and nearly all of visitor spending.

- Outbound visitor volume was higher in 2011 for 10 of 11 Canadian provinces or province groups, but performances differed greatly across provinces. Annual changes ranged from a 26 percent increase for Nova Scotia to a one percent decrease for Prince Edward Island. More importantly, visitation increased from the largest visitor-producing provinces, Ontario (+5%), British Columbia (+10%), and Quebec (+7%).
- Transportation segment performances were similar in 2011 among the largest segments. The dominant auto and air travel modes for entering the United States increased six percent and eight percent, respectively. The much smaller bus, train, boat, and “other” (mostly pedestrian) segments also experienced increases from 2010.
- **Chart 1** (on this page) shows the 2011 visitor volume returning to a strong, near straight-line increase trend, broken for one year in 2009. Prior to 1991, there was some growth over the 70s and early 80s, followed by dramatic and steady growth in the late 80s. Visitor volume declined from its highest point of 19.1 million in 1991 to its lowest level in the past 20 years of 12.7 million in 2003.
- Visitor volume increased for most U.S. states. **Appendix D:—Data Table A** shows 1) the volume estimates for each state having a minimum sample size of 400 survey respondents and 2) the percentage changes from 2010.

Chart 1: Canadian Traveler Volume to the United States—1990-2011
(all traveler segments—1+ nights)



Source: Statistics Canada, August 2012

Visits

The 21.34 million Canadian visitors to the United States in 2011 generated 29.17 million state visits. Thus, Canadians tended to visit 1.4 states during their U.S. trip. The increase in visitors was 5.8 percent from a revised 2010 level and the increase in visits was about the same level of increase.

Visitor-Nights

Visitor-nights is a travel metric that combines visitors (persons) with length of stay (nights). Visitor-nights volume was 176.1 million in 2011, up nine percent from 2010. This performance reflects a six percent increase in visitors and a small increase in their average length of stay. Length of stay will be discussed in detail in a later section.

- The average length of stay for visitors in 2011 was 8.25 nights, an increase from the 2010 average of 8.06 nights, and the highest in at least 11 years. The impact of these seemingly small increase will be discussed in the detailed discussion on stay length.
- Changes in visitor-nights at the individual state level is consistent with changes in visitors numbers. **Appendix D:—Data Table A** shows the visitor-nights volume estimate for each state having a minimum sample size of 400 survey respondents and the percentage change from 2010.



Visitor Spending (summary)

Canadian visitors spent US\$16.43 billion in the United States in 2011, up 15 percent from 2010.² Thus, Canadian visitor spending increased at a much greater rate of change than visitor volume.

- This increase reflects the impact of any changes in a) the number of visitors; b) currency exchange rate; c) “leave home” spending plans; and d) travel product and service prices. Adjusting Canadian visitor spending by these factors provides a better sense of Canadian traveler spending intentions...more or less “value conscious”, etc. This analysis is described in more detail in the Visitor Spending (detailed) section later in the report.
- Spending by the *pleasure/recreation/holiday* segment was US\$11.47 billion, or 70 percent of total spending in 2011. The *business/convention* sector accounted for 14 percent of the total. The remaining segments of *visiting friends/relatives* and *other* accounted for nine percent and seven percent, respectively. On a per-person basis, business travelers spent the most, with an average spending of US\$953, followed by the leisure segment at US\$849. Those visiting friends and relatives spent the least (US\$457).
- Visitor spending differs greatly by state visited regardless of the chosen spending metric measure (for example: total, per-party, or per-visitor). These will be presented in the trip characteristics section). Florida dominated in share of total visitor spending (25%) due to the large volume of visitors, long duration of stay, and high average spending per-visitor per-night. **Chart 3** (on the next page) shows the visitor spending values for the most-visited states. **Appendix D: Data Table B** shows a state-by-state comparison of visitor spending.

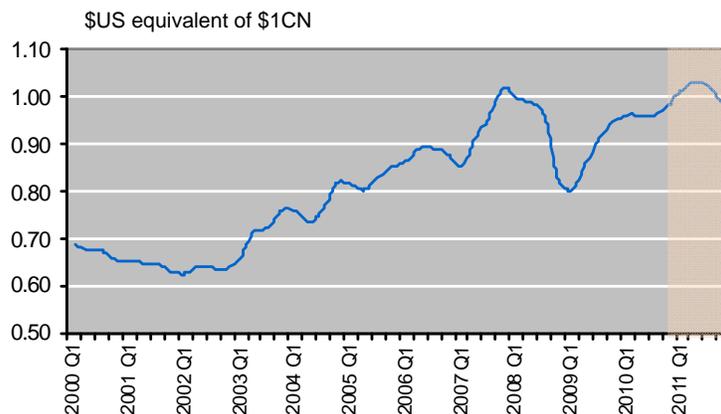
Currency Exchange Rate

All other factors held the same—travel to the United States was four percent less expensive in 2011 than in 2010 because, on average across 365 days, the rate was four percent higher in 2011. The Canada dollar currency exchange rate to the U.S. dollar entered 2011 just below par, but spent the first nine months of the year above par, including a peak of nearly \$1.06 in mid-July. The

rate hovered just below par for the remainder of the year.

Chart 2 (on this page) shows the trend in the quarterly average exchange rate from 2000 through 2011.

Chart 2: Currency Exchange Rate Trend
(quarterly * 2000-2011)



* The quarterly exchange rate represents the mean average of the daily (noon) rate across all the business days in the quarter as reported by the Bank of Canada.

TRIP CHARACTERISTICS

Province of Residence

Ontario generated the greatest number of travelers to the United States, producing 9.18 million visitors in 2011, or 43 percent of all Canadians visiting the United States. The provinces following Ontario were British Columbia (17%), Quebec (17%), Alberta (11%), and Manitoba (5%). The other seven provinces or combined provinces accounted for the remaining small share of visitors.

- Ontario accounts for 39 percent of the Canadian population, but generated 43 percent of Canadian travelers to the United States. British Columbia also generated a higher share of visitors than of residents (17% versus 13%, respectively). Ontario's share is dominant, but the western provinces' share of total outbound continues to increase.
- Ontario produced 43 percent of all visitors, but an even higher proportion of *business/conventions* (55%) and *visiting friends and relatives* (47%) travelers.
- Ontario is the dominant province of visitor origin for 12 out of 20 U.S. destination states for which volume is displayed. **Appendix D:—Data Table C** shows the visitor volume from each Canadian province to each U.S. Census *division* and state having a sample size of 400 or more respondents.

² This spending estimate compares to the official country estimate of \$23.96 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$23.96 billion, \$19.37 billion is spending in the United States and the remaining \$4.60 billion is passenger fares spent on United States-owned carriers. The \$19.37B differs from the \$16.43B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.



U.S. States Visited

All states benefited from Canadian travel, but a few border states and a few distant destination states dominated in Canadian traveler metrics. One state—Florida—completely dominated in the share of total Canadian visitor-nights (34%).

Chart 3 (on this page) shows the number of visitors, visitor-nights, and visitor spending for the top ten states (measured and sorted in descending order by *visitors*). Rankings for these three measures are mostly consistent. The two exceptions are FL and CA, where Canadian visitors stayed for longer periods of time. More specifically, FL accounted for 16 percent of visitors, 25 percent of spending, and 34 percent of visitor-nights. Conversely, the 11 states that share a land border with Canada accounted for 59 percent of total overnight visitors, but 21 percent of visitor-nights and 25 percent of spending.

- State destination rankings are typically stable and do not fluctuate much when overall visitation trends are increasing or decreasing. For example, share of total visitors among the 11 land border states ranged from 57 percent to 60 percent over the past ten years, while share of total visitor-nights ranged from 21 percent to 23 percent in the same time period. In 2011 CA moved back down to #6 despite a two percent increase in visitors because MI and NV had larger growth in volume.
- State destination differs greatly depending on trip purpose. For example, the land border states accounted for 59 percent of all visitors, 30 percent of *business/convention* visitors, 60 percent of *pleasure/recreation/holiday* visitors, 59 percent of *visiting friends/relatives* visitors, and 84 percent of visitors traveling for *other* purposes (due to multiple state visits). Those traveling for *leisure-related* purposes accounted for 63 percent of all travelers. This proportion differs greatly by state; the states with the highest proportion of *holiday/vacation* visitors and sufficient survey sample were SC (86%), FL (82%), NV (82%), VA (80%), VT (77%), and MT (76%). Conversely, states with the lowest proportion of this segment were TX (35%), and IL (40%).
- Appendix D: Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2010 levels. OTTI provides visitation and traveler characteristics data for 20 states for which the sample size from the *Canadian Travel Survey* is 400 or more. This policy was also used for reporting 2011 overseas visitor volume and characteristics based on OTTI's *Survey of International Air Travelers*.

Chart 3: Top States Visited
(2011—all travel segments—1+ nights)

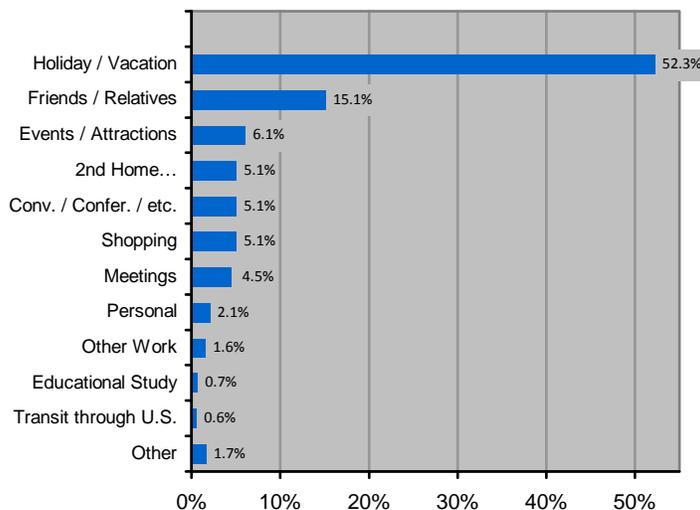
U.S. Destinations	(sort) Visitors (000s)	Visitor- Nights (000s)	Spending (\$000s)
TOTAL U.S. (net)	21,344	176,107	\$16,425,464
11 Border states (gross)	12,618	36,982	4,196,711
1 New York	3,701	10,281	\$1,389,286
2 Florida	3,319	59,619	\$4,029,060
3 Washington	2,587	7,492	\$763,083
4 Michigan (+1)	1,542	4,547	\$440,756
5 Nevada (+1)	1,481	6,944	\$1,366,097
6 California (-2)	1,476	13,072	\$1,376,037
7 Maine	947	3,141	\$352,025
8 Pennsylvania	926	2,424	\$259,758
9 Montana	888	3,409	\$314,839
10 North Dakota	767	1,579	\$246,121

Source: Statistics Canada (August 2012)

Purpose of Trip

Holiday/Vacation was the dominant reason for Canadian travel to the United States, accounting for 11.14 million visitors, or 52 percent of the Canadian market. Visits to friends or relatives was cited as a distant second-most important trip purpose (17%). All other trip purposes represented a six percent or smaller proportion of total Canadian travelers. **Chart 4** (below) illustrates trip purposes and the proportional breakdown for all Canadian travelers.

Chart 4: Main Purpose of Trip
(2011—all travel segments—1+ nights)





The aggregated trip purposes reported in this section and elsewhere in this report are defined by the detailed trip purposes described below. Each detailed trip purpose's share of the aggregated purpose's share of total is shown in parentheses for perspective.

Pleasure/Recreation/Holiday (63% of total)

- Holiday, vacation (82%)
- Attend events, attractions (10%)
- Visit second home, cottage, condo (8%)

Visiting Friends and Relatives (15% of total)

- Visiting friends or relatives (100%)

Business/Convention (11% of total)

- Convention/conference, trade shows, seminars (46%)
- Meetings (40%)
- Other work (14%)

Other (10% of total)

- Shopping (50%)
- Personal (medical, wedding, etc.) (21%)
- Transit to/from other parts of Canada (6%)
- Educational study (7%)
- Other (17%)
- Not stated (1%)

- Main trip purpose doesn't change much from year to year; *Holiday/Vacation* has inched up from 40 percent to 52 percent over the past eight years.
- Shopping as a main trip purpose has grown most of the nine past years—but only from 1.1 percent to 5.1 percent. This share is likely much higher for day trip visitors, who are not profiled in this report.
- **Chart 5** (this page) shows trip purpose differed greatly depending on destination. Those traveling for *leisure-related* purposes accounted for 63 percent of all travelers and 67 percent of all state visits. But this proportion differs greatly by state; the states with the highest proportion of *holiday/vacation* visitors and sufficient survey sample were FL (81%), NV (80%), VA (78%), VT (78%), and NH (78%). Conversely, states with the lowest proportion of this segment were TX (38%) and IL (38%).

Chart 5: Trip Purpose Differences Across Destinations

(2011–1+ nights—Leisure; business/ travel segments, respectively—among visits)

	% Leisure of Destination Total	% Business of Destination Total
TOTAL U.S. Visits	67%	TOTAL U.S. Visits 10%
1 South Carolina	86%	1 Texas 33%
2 Florida	82%	2 Illinois 29%
3 Nevada	82%	3 Ohio 21%
4 Virginia	80%	4 Massachusetts 16%
5 Vermont	77%	5 California 16%
6 Montana	76%	6 North Carolina 13%
7 Arizona	74%	7 Pennsylvania 11%
8 Maine	69%	8 Michigan 11%
9 North Carolina	68%	9 Nevada 10%
10 Washington	67%	10 Minnesota 9%

Note: Rankings are among 20 states with respondent sample size of 400 or more. *Leisure* includes holiday/vacation, visit 2nd home, attend events/attractions. *Business* includes meetings, convention/conference/ trade show/seminar, and other work.

Activities

Canadians were active travelers during their United States visits based on participation rates for 19 leisure-oriented activities. *Shopping* (76%), *sightseeing* (44%), *visit friends or relatives* (32%), and *participate in outdoor sports or outdoor activities* (28%) had the highest participation rates among all travelers. The sum of participation rates among all activities suggests Canadians participated in three to four activities per trip, on average (sum of responses equals 345%). Conversely, seven percent of total travelers did not participate in any of the 19 listed activities. *Note: Activity participation is not destination specific. Thus a state's visitor who participated in an activity may not have participated in that activity in that state. Also, the activity list was revised for 2001 and subsequent travel years. Some activities were broken out separately from previously combined activities (for example, "hunting or fishing" is now "hunting" separately and "fishing" separately), while others were added ("golfing") or removed ("dining at high quality restaurants"). Also, all data are weighted by "person-trips," which takes into account the number of persons in the travel party. For the "activities" travel characteristic, this means that all persons in the travel party are assumed (implicitly) to have participated in the activity. Rates for activities for which this assumption is not true would be overstated to some level. A more detailed analysis is beyond the scope of this report.*



Chart 6: Activities by Trip Purpose
(2011—1+ nights)

Activity ¹	Total	Bus./ Conv.	VFR ²	Hol./ Vac.	All Other
Shopping	76%	53%	72%	80%	79%
Sightseeing	44%	30%	37%	52%	26%
VFR ²	32%	13%	93%	23%	22%
Sports/outdoors	28%	10%	22%	36%	10%
Bar or night club	23%	37%	15%	24%	15%
Historic site	22%	17%	19%	25%	13%
National/state park	18%	7%	15%	23%	8%
Museum/art gallery	16%	14%	16%	18%	8%
Cultural events	13%	9%	11%	15%	6%
Casino	16%	8%	7%	20%	12%
Theme park	12%	5%	7%	16%	2%
Zoo/aquarium/etc.	11%	6%	10%	14%	5%
Golfing	9%	3%	6%	12%	2%
Attend sports events	9%	7%	8%	10%	5%
Festivals/fairs	7%	4%	8%	7%	2%
Boating-kayak/canoe	6%	2%	5%	7%	2%
Fishing	2%	0%	2%	2%	1%
Snow skiing/boarding	1%	0%	1%	2%	0%
Hunting	0%	0%	0%	0%	0%
No activity stated	6%	24%	3%	3%	8%
Activities Sum ³	345%	226%	351%	386%	217%

¹ Multiple activity selections are possible.

² Visiting friends and relatives.

³ The sum of percentages across all activities reflects the “activeness” of Canadian travelers within any given travel segment or for a specific destination. This measurement is in lieu of an actual distribution of number of activities per survey record, which is not provided in the data.

- For most activities, participation rates have been stable at the national level over the past decade. However, *shopping* incidence has grown from a low of 64 percent in 2002 to the current high of 76 percent in 2011. *Shopping* rates have increased incrementally, and coincide with the improvement in the currency exchange rate from the Canadian visitor perspective. Casino visitation has been on a slow rise from eight percent in 2001 to 16 percent in 2011. *Visit a national or state nature park* has steadily increased over the past decade, but only from 15 percent to the current 18 percent. *Participate in sports/outdoor activities* and *visit friends or relatives* both fluctuate up and down, with no apparent trend. Participation rates for all other activities exhibit near-perfect consistency.
- Activity participation rates varied depending on main trip purpose, and despite being leisure oriented, were at relatively high levels for the *business/convention* and *visit friends or relatives*

travel segments. For example, 80 percent of *pleasure/recreation/holiday* travelers went shopping, but participation was relatively high for *visit friends or relatives* (72%) and even business travelers (53%).

- Perhaps more than any other travel attribute, activity participation differed depending on state destination—reflecting differences in attributes offered by the states, differences in proximity to the Canadian border, and—to a lesser extent—the person-trip weighting system that gives higher percentages for activities most enjoyed by larger travel parties such as families.
- Activity participation—measured by the sum of participation rates across all activities and divided by 100 percent—was highest for distant destinations. Border states tended to have a lower average number of activities in which visitors participate (2.3 – 5.8 activities on average). The average (unweighted) across all 11 border states is 3.3 activities. Interestingly, the level of activity participation does not vary by length of stay. Indeed, activity participation is greater for the three or four states that have a very long average length of stay. However, for most other states, average length of stay is two or four nights, but the activity participation index ranges from less than three to more than six activities.

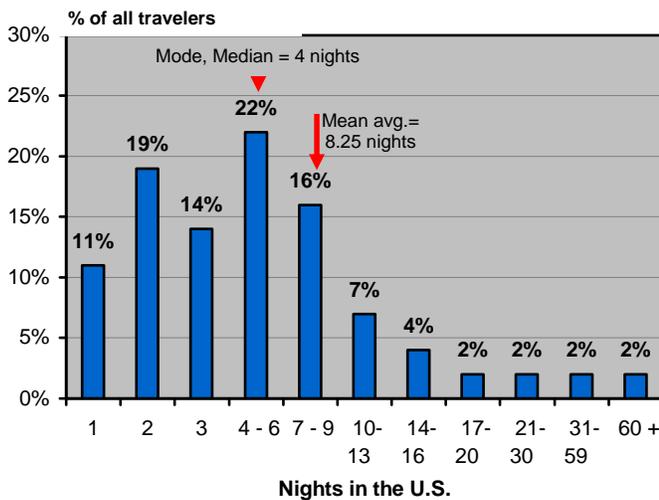
Appendix D:—Data Table G shows a state-by-state comparison of the activity participation rates for each of the 19 activities and the eight regions and 20 states for which the sample size was 400 or more. Although proportions like those reported in **Chart 6** (this page) are not shown in the data tables, proportions of a state’s visitors participating in an activity can be calculated by dividing the visitor volume for an activity by the state’s total Canada visitor count.

Length of Stay

Fifty-seven percent of Canadian visitors were on day trips to the United States in 2011. However, this report only focuses on trips to the United States of one or more nights. Canadian overnight visitors stayed an average 8.25 nights in the United States, but this average was strongly influenced by a few state destinations for which length of stay was particularly long. The greatest number of Canadians stay for a week or longer (35%), while many others stay either two nights (19%) or four-to-six nights (22%). Only a relatively small percentage (16%) of Canadians actually stay for durations near the trip length average of 8.25 nights. Chart 7 (next page) shows the length of stay distribution and key summary statistics.



Chart 7: Length of Stay Distribution
(2011—all travel segments—1+ nights)



- Trip duration has remained mostly stable over the past decade; average length of stay among overnight trips ranged from a low of 7.37 nights in 2007 to a high of 8.25 in 2011. Accordingly, the length-of-stay distribution across trip duration categories has also been stable. For example, the trip segment of seven or more nights has accounted for a stable 32%-34% over the past decade. The trend for the leisure segment follows a similar trend, ranging from a low of 9.04 nights in 2007 to a high of 10.09 nights in 2001. Trip duration is stable from a mean average perspective or even a marketing perspective. However, the statistic is reported to two decimal places because very small changes in stay length produce large changes in visitor nights at a national level. For example, using 2011 visitor volume, every change of one-tenth of one night in average length of stay produces a change of 2.1 million visitor nights. Taking into account party size and accommodations usage. The “tiny” increase in stay length from 2010 to 2011 generated roughly 1.3 million additional room-nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 4.41 nights for *business/convention* visitors, to a high of 9.74 nights for *pleasure/recreation/holiday* visitors. Canadians *visiting friends or relatives* stayed an average of 7.31 nights, while those visiting for all *other* miscellaneous reasons stayed 4.62 nights.
- Average length of stay differed considerably depending on state destination. Thus, the 8.25 mean average is misleading in terms of representing the national average of length of stay distributions and it also distorts the Canadian visitor situation across states. In fact, only five states have an average length of stay exceeding the national average—the popular *snowbird* states of

Florida (18.0 nights), Arizona (17.9 nights), Texas (13.1 nights), and California (8.9 nights). Hawaii also had a very long average stay length, but small sample size precludes providing details. These five states have such a strong influence that removing them produces a visitor-weighted average of only 5.22 nights—an average much closer to the four-night mode and median across all states.

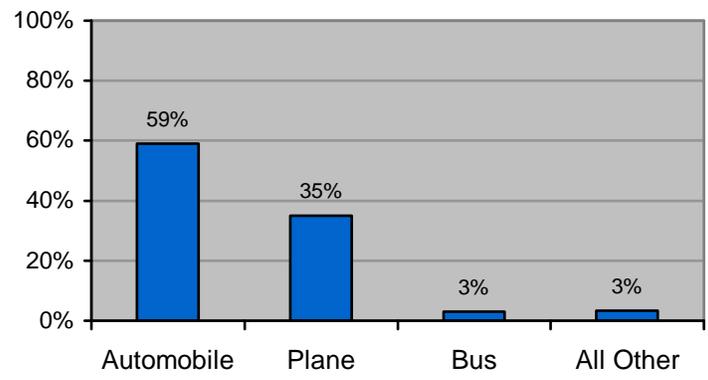
Appendix D:—Data Table A provides a state-by-state comparison of average length of stay for 20 states having a sample size of 400 or more respondents.

Mode of Transportation

Automobile was the dominant mode of transportation of entry to the United States, accounting for 12.7 million visitors, or 59 percent of the entire Canadian market. Other modes of transportation for entry into the country were *airplane* (35%), *bus* (3%), *boat* (1%) and all *other* modes (2%, mostly *pedestrian*).

- Automobile transportation has accounted for the majority of visitors over the past decade, ranging from a low of 54 percent in 2000 to 60 percent in recent years.
- Mode of transportation for entry into the United States differs greatly depending on the trip purpose. *Business/convention* travelers are the most likely to use air travel as their mode of entry (71%), while Canadians traveling to the United States for miscellaneous *other* purposes were the least likely to fly (16%).
- The transportation mode of entry also differed by destination state. Air travel was highest for deep-interior and southern border states, and lowest for Canada border states. **Appendix D:—Data Table D** contains a state-by-state comparison of Canadian arrivals by mode of transportation used while clearing U.S. customs.

Chart 8: Mode of Transportation
(mode of U.S. border entry)
(2011—all travel segments—1+ nights)





- In recent years the travel industry and government at all levels and on both sides of the border have given increasing attention to the issue of Canadian travelers driving across the border and flying out of U.S. airports. According to the Conference Board of Canada³, an estimated 4.7 million Canadian travelers per year do this activity to increase flight options and/or to decrease costs. This activity has at least two measurement-related implications for the industry in the U.S. First, Canadians who stay one night or longer in the U.S. and then travel to a foreign destination would be counted as a visitor to the U.S., even though they are a unique type of visitor outside the sectors that the industry typically counts or attempts to influence via marketing. The Conference Board of Canada estimates that about five percent of these trips are to destinations outside the U.S.—a share that is increasing. Second, for those trips to destinations within the U.S., the transportation mode would be labeled *auto* because that was the mode used to clear U.S. customs. Thus for many popular destinations with high air transportation proportions, the air portion is currently understated. A new Statistics Canada **International Travel Survey** questionnaire to be launched in January 2013 has questions that will provide detailed answers to issues on this matter.

Accommodations

Canadians most often stayed in hotels or motels (60%) during their U.S. visit. Other accommodations types were *homes of friends or relatives* (13%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (22%). *Note: Six percent of visitors did not state their accommodations, and have been excluded in the base for analysis. Also, multiple-responses are possible for accommodations type, and thus the sum of share of total may exceed 100 percent. Not counting hotel/motel, 15 percent of Canadians stayed in more than one type of accommodations during the U.S. trip.*

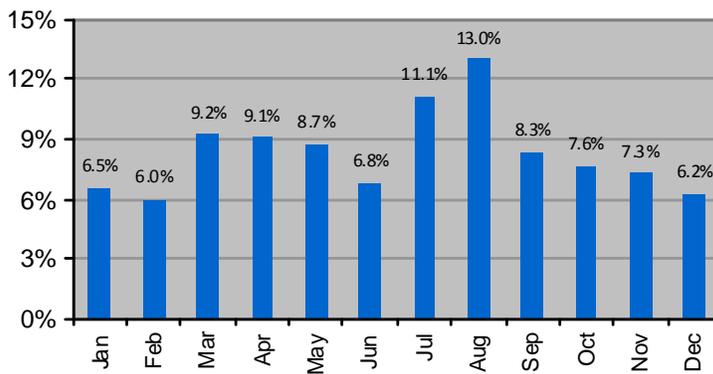
- Hotel/motel has been the dominant accommodations type over the past decade, ranging from 46-60 percent.
- Type of accommodations differs significantly with the trip purpose. Business travelers were the most likely to stay in a hotel or motel (90%) compared to 78 percent of *other* trip purpose travelers and 59 percent of leisure travelers. Even visitors whose trip purpose was visiting friends or relatives often included one or more nights in a hotel/motel (30%).
- For most states, the greatest number of visitors stayed in hotel and/or motel accommodations. Compared to the national average of 60 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors varied from a

low of 31 percent for Arizona to a high of 83 percent for Nevada.

Season/Month of Travel

The third quarter (July-September) attracted 6.9 million visitors, or 32 percent of all Canadian travelers. Visitation in other quarters of the year were 2nd quarter (25%), 1st quarter (22%), and 4th quarter (21%). **Chart 9** (this page) shows the greatest number of visitors arrived in August (13.0%) and July (11.1%). All other months produced between six and nine percent of visitors.

Chart 9: Month of Travel
(2011—all travel segments—1+ nights)



- Seasonality proportions have differed only slightly over the past decade, usually within a two percentage point range. Differences occur in March and April from year-to-year depending on the month in which Easter is observed.
- Chart 10** (this page) shows season of visit differs only slightly depending on main trip purpose. Canadians traveling for *business/convention* purposes post marginally higher proportions in the 1st and 2nd quarters compared to other segments.
- Season of visit differed greatly among the state destinations. In general, the border states had higher proportions in the 3rd quarter, while the snowbird destination states had higher proportions in the 1st quarter. **Chart 11** (following page) shows a season-by-season proportional comparison for each state. **Appendix D:—Data Table J** shows a state-by-state volume comparison for each season.

Chart 10: Quarter of Travel by Main Purpose of Trip
(2011—various travel segments—1+ nights)
row %s sorted in descending order by Q3

	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	25%	32%	21%
Pleasure/Rec./Holiday	22%	25%	34%	19%
Other	13%	25%	33%	29%
Visit Friends/Relatives	24%	23%	31%	22%
Business/Convention	25%	26%	23%	26%

³ Source: Conference Board of Canada per a presentation by staff member, David Redekop at the Travel and Tourism Research Association’s *Global Travel Outlook Conference*. Chicago. October 2012.



Chart 11: Quarter of Travel by Destination
(2011—all travel segments—1+ nights)
sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	25%	32%	21%
11 Border States	16%	23%	41%	19%
Maine	8%	20%	56%	17%
Montana	15%	22%	50%	13%
Massachusetts	13%	27%	44%	16%
Vermont	16%	23%	43%	19%
North Dakota	18%	22%	42%	18%
Minnesota	17%	22%	39%	21%
New York	17%	25%	39%	20%
Washington	18%	24%	38%	20%
Michigan	16%	23%	36%	24%
Illinois	18%	28%	36%	19%
Pennsylvania	17%	29%	33%	20%
Ohio	24%	24%	30%	22%
Virginia	27%	32%	24%	17%
Texas	24%	33%	24%	19%
North Carolina	24%	34%	23%	19%
California	30%	25%	23%	22%
South Carolina	24%	33%	23%	20%
Nevada	25%	30%	20%	25%
Florida	40%	26%	13%	21%
Arizona	43%	29%	8%	21%

Note: The state list reflects the 20 states with respondent sample size of 400 or more.

Visitor Spending (detailed)

Canadian visitors spent a total of US\$16.43 billion¹ dollars in the United States, a 15 percent increase from 2010. *Accommodations* accounted for the largest share of this amount (33%), followed by *food and beverage* (22%). Lower shares of total spending were posted for *shopping, souvenirs, etc.* (19%), *transportation while in the United States* (14%), and *recreation and entertainment* (12%). Note: Some respondents don't provide spending details. Each spending category's share of total is based on the spending reported with detail (76% of the total amount).

- Trip spending by category has shown only very small shifts in the past decade. Accommodations has dominated the proportion of total spending over the past decade, even though its proportion has decreased from 38 percent of spending in 2000

¹ This spending estimate compares to the official country estimate of \$23.96 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$23.96 billion, \$19.37 billion is spending in the United States and the remaining \$4.60 billion is passenger fares spent on United States-owned carriers. The \$19.37B differs from the \$16.43B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.

to 33 percent in 2011. Conversely, the proportion spent on *other* goods and services, which includes shopping and souvenirs, has increased from 14 percent in 2000 to its high of 19 percent in 2011.

- Trip spending behavior differs greatly depending on main trip purpose. *Business/convention* travelers used a much higher proportion of their total spending on accommodations (48%) and a smaller proportion on recreation and entertainment (6%). Travelers who spent the highest proportions on souvenirs and shopping were *those visiting friends or relatives* (28%) and those traveling for *other* miscellaneous reasons (38%), which includes shopping.
- **Details of visitor spending are not collected at the individual destination level.**

Spending on a travel party basis increased in 2011 to \$1,624, an eight percent increase from the 2010 level of \$1,506. Thus, total visitor spending increased 15 percent due to a six percent increase in travel parties, a four percent increase in the exchange rate, and a small decline (-2%) in spending per party. Spending per person increased 7 percent to \$770. Length of stay increased in 2011 (increase from 8.06 nights to 8.25 nights). These three factors combined—travel party spending, party size, and length of stay—produce a spending per-visitor per-day average. This measure increased from \$89 to \$93 (+5%) because the proportional increase in per-visitor spending (7%) was offset by the proportional increase in length of stay (+2%).

Chart 12: How a Travel Dollar is Spent
(2011—all travel segments—1+ nights)

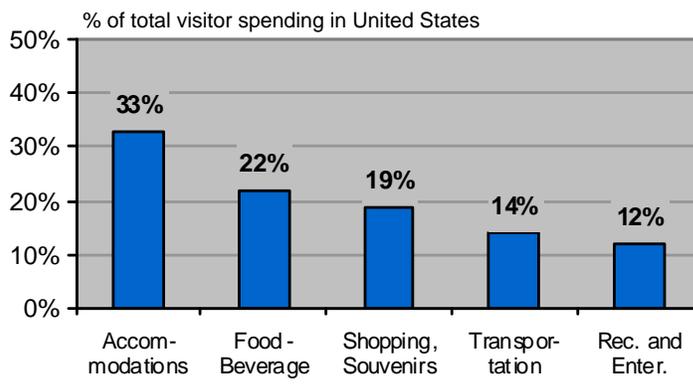




Chart 13: The Algebra of Change in Visitor Spending

2011 visitor spending total change 15%

Total change depends on:

Visitor volume	6%
Exchange rate	4%
Per-visitor spending	5%

Per-visitor spending depends on:

Leisure / business mix	B flat
Travel costs	up
Pre-trip intent	up

Pre-trip intent depends on:

Stay length	up
Activities	flat
Paid lodging	up
Shopping	up
etc.	??

Another way to deconstruct the total spending increase reflects the increase in both the number of visitors (6%) and average spending per visitor (+9%).

Chart 13 above shows how Canadian visitors produced a 15 percent increase in visitor spending. Visitor spending depends on three factors: 1) changes in visitor volume; 2) changes in the currency exchange rate; and 3) changes in per-visitor spending. These components of change are additive, meaning that the sum of each component's percentage change equals the total percentage change (any differences are due to rounding).

Changes in these factors in 2011 were +six percent, +four percent, and +five%, respectively. Thus, out of the 15 percent increase, only five percentage points were possibly at the control of the traveler.

But per-visitor spending also depends on several factors including the mix between leisure and business travelers, travel costs, and “pre-trip intent,” that is, what the traveler intends to spend a) in their own currency and b) as they leave their home. This pre-trip intent is what the traveler can decide on, such as stay length, participation in

activities, use of paid lodging, shopping, and a few others. This change is the most important to destination and other supplier marketers.

Per-visitor spending was up five percent because increases in travel costs and pre-trip intent were not influenced by a significant change in the mix of business and leisure travelers. Since business travelers spend more per person than do any of the leisure-oriented travelers, a shift in the proportion of business travelers would influence overall per-person spending averages.

And pre-trip intent was up because each of the known factors on which it depends was up or was flat.

In summary, Canadian travelers didn't “spend” 15 percent more in 2011; rather, Canadian travelers generated a 15 percent increase in visitor spending. There were many more Canadian travelers to the United States in 2011.

Additionally, the average Canadian traveler went to the USA with the intent of spending more—either by staying longer, doing more activities, upgrading their amenities, or just buying more goods and services. This higher spending intent converted to an even higher spending level after converting to a more favorable exchange rate versus 2010. The sum of all of this was a very large 15 percent increase in visitor spending.

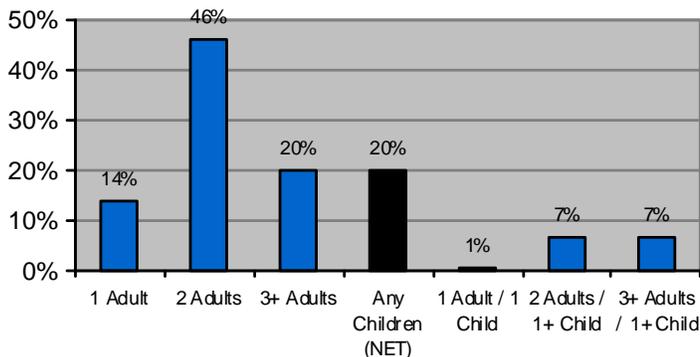


TRAVELER DEMOGRAPHICS

Composition and Size of Travel Party

Canadian travel to the United States is dominated by two-adult travel parties (46%). Half as many contained three or more adults (20%), while fewer still were comprised of one adult traveling alone (14%). Twenty percent of all travel parties included one or more children under age 20. The average party size was 2.11 persons in 2011. *Note: travel party composition distributions and average party size are based on only those travel parties for which the survey respondent provided composition details (representing 94% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 14: Composition of Travel Party
(2011—all travel segments—1+ nights)

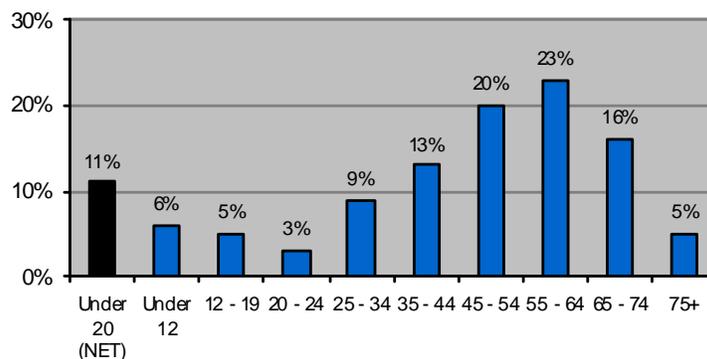


- Travel party composition has been stable over the past decade. No substantial trends emerge for any composition category. This includes average party size, which has ranged from 2.00 to the current high of 2.11 over the past ten years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. Party size increased slightly in 2011. In 2010 the change was greater. In that year, without the “tiny” decrease in party size from 2.15 to 2.10, visitor volume would have been two percent, or more than 400,000 visitors higher. For perspective, only 17 countries in that year had a U.S. visitor volume level of 400,000 or more.
- Travel party composition differed greatly depending on main trip purpose. Leisure travelers had a higher incidence of two-adult parties (48%) or containing children (24%). Half of business travelers traveled alone (48%), and very few business travelers were accompanied by children (4%).

Age

The age of Canadian travelers is centered around the 55-64 and 45-54 age groups (23% and 20%, respectively). Although children were members of 20 percent of all travel parties, they accounted for only 11 percent of all travelers. The 65-74 (16%) and 35-44 age group (13%) also generated a large number of Canadian travelers. *Note: Age composition distributions are based on only those travel parties for which the survey respondent provided age details (representing 94% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 15: Traveler Age
(2011—all travel segments—1+ nights)



- The distribution of traveler age has remained mostly stable over the past decade. The proportion of travelers age 55 or older has increased from 32% in 2000 to 44% in 2011, reflecting the aging of the general population.
- Traveler age differed depending on trip purpose. Canadians traveling for *business/convention* were concentrated in the 45-54 (32%) and 35-44 (23%) age groups.
- Traveler age differed greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from three percent (Nevada) to 20 percent (Florida and North Dakota).

Gender

Women travelers slightly outnumbered men, 54 percent to 46 percent, respectively. *Note: Gender distributions are based on only those travel parties for which the survey respondent provided gender details (representing 94% of all travel parties). Thus, these proportions will be slightly larger than those based on all travel parties.*

- Female Canadian visitors have outnumbered male Canadian visitors for the past decade at a consistent level between 52 percent and 54 percent.
- Females generated more travelers for each trip purpose segment except for *business/convention*; 62 percent of business travelers are males.



APPENDICES



Appendix A: 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 entering⁴ 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.

⁴ 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.



Appendix B: OTTI Website

The Quickest Way to U.S. International Tourism Information:

<http://tinet.ita.doc.gov>

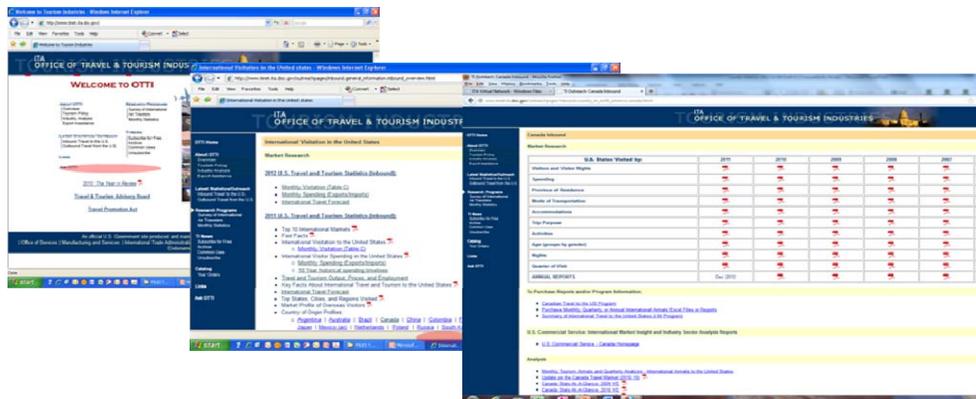


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Canada data and trends on TINET





Appendix C: Research and Marketing Assistance

For additional research information or assistance in marketing your U.S. destination in the Canadian market, please use the following resources:

- **Monthly Arrivals** tables posted to the OTTI website include historical monthly arrivals for the past ten years. Go to:
<http://www.tinet.ita.doc.gov/view/m-2011-I-001/table1.html>
- **The Canadian data page** provides reports & other links for assistance on the market.
Go to:
http://www.tinet.ita.doc.gov/outreachpages/inbound.country_in_north_america.canada.html
- **For more information** on the Canadian research program administered by OTTI, go to:
<http://www.tinet.ita.doc.gov/research/programs/canada/index.html>
- **For any other specific questions** on the Canadian travel market, please contact the OTTI office at (202) 482-0140. Mr. Mark Brown, Market Research Analyst for OTTI, manages this program.
- **The Commercial Service** is a network of export and industry specialists located in more than 100 U.S. cities and more than 80 countries worldwide. These trade professionals provide counseling and a variety of products and services to assist U.S. businesses. The primary Canada Commercial Service Specialists are:

Cheryl Schell

Commercial Specialist—Travel & Tourism
United States Commercial Service—Vancouver
1095 West Pender St., 19th Floor
Vancouver, British Columbia V6E 2M6 CANADA
Telephone: (604) 642-6679
Email: cheryl.schell@mail.doc.gov

Ruth Williamson

Commercial Specialist—Travel & Tourism
United States Commercial Service—Toronto
Suite 602 - 480 University Avenue
Toronto, Ontario, M5G 1V2 CANADA
Telephone: (416)-595-5412
Email: ruth.williamson@mail.doc.gov

United States Commercial Service Products and Services

The United States Commercial Service is part of the International Trade Administration but delivers its online content through the United States Government's export portal, **www.Export.gov**. Available programs are described below.

Counseling and Advocacy

Counseling

U.S. Commercial Service trade specialists work directly with our team of in-market experts in getting you the information and advice that you need to succeed. We can help you:

- Determine the best markets for your products and services
- Develop an effective export strategy
- Evaluate international competitors
- Identify and comply with legal and regulatory issues
- Locate export financing
- Settle disputes
- Win contract bids
- Learn about cultural issues and business protocol
- Find a United States Export Assistance Center near you or call **1-800-USA-Trade**

Advocacy

Get a competitive edge with U.S. Commercial Service Advocacy. U.S. diplomats and other officials help your company when unanticipated problems arise—resolve payment issues, settle disputes, win contracts, and overcome regulatory hurdles. Support can include government-to-government meetings by U.S. Commercial Service officers and ambassadors with high-level foreign government officials, in addition to direct intervention with international companies.

Platinum Key Service

Get long-term, comprehensive, customized support to achieve your business goals. The Platinum Key Service is solution-oriented and custom-tailored to your needs. Identify markets, launch products, develop major project opportunities, resolve market entry questions, and receive assistance on regulatory matters. Our in-country trade specialists will work closely with you to identify needs, provide progress reports, and ensure timely resolution.



Market Research

Market Research Library

Accurate, up-to-date information lets you target the best international markets. Our comprehensive market research includes overviews on doing business in more than 120 countries and profiles of 110 industry sectors. You can also get updates on new regulations, currency fluctuations, business trends, and government-financed projects. Much of this research is available at no charge.

Customized Market Research

Receive specific intelligence on the export prospects for your product or service in a potential market.

Finding International Partners

International Partner Search

Find qualified buyers, partners, or agents without traveling overseas with the International Partner Search. U.S. Commercial Service specialists will deliver detailed company information about up to five international companies that have expressed an interest in your company's products and services.

Gold Key Matching Service

Save time and money by letting the U.S. Commercial Service help you find a buyer, partner, agent or distributor. The Gold Key Service provides you with one-on-one appointments with pre-screened potential agents, distributors, sales representatives, association and government contacts, licensing or joint venture partners, and other strategic business partners in your targeted export market.

Commercial News USA

Promote your products and services to more than 400,000 international buyers in 145 countries. Commercial News USA is a product catalog distributed by United States embassies and consulates worldwide, and has a proven track record of high response rates and solid sales results.

Trade Leads

View announcements from qualified international companies looking to source U.S. products and services and advertise government tender projects through our trade leads database. All of our trade leads are pre-screened by our U.S. embassy or consulate staff overseas and are provided as a free

service for U.S. exporters. Search the Trade Leads List at the following website address:
<http://www.export.gov/tradeleads/index.asp>

International Company Profile

Prevent costly mistakes with quick, low-cost credit checks or due-diligence reports on international companies. Before you do business with a prospective agent, distributor, or partner, the International Company Profile will give you the background information you need to evaluate the company.

Trade Events and Related Services

Trade Fair Certification

Exhibiting at a trade show abroad can lead to tremendous export opportunities for U.S. companies. This is why the Trade Fair Certification Program was created: to help companies like yours make important exhibiting decisions and free you of many of the concerns you may have about exhibiting outside the United States.

International Buyer Program

Find new international business partners at U.S. trade shows with the International Buyer Program. The IBP recruits more than 125,000 foreign buyers and distributors to 32 U.S. trade shows per year. U.S. Commercial Service trade specialists arrange meetings for U.S. exporters and international delegates and provide export counseling at the shows' International Business Centers.

Trade Missions

Meet face-to-face with prescreened international business contacts in promising markets with U.S. Commercial Service trade missions. Trade missions save you time and money by allowing you to maximize contact with qualified distributors, sales representatives, or partners in one to four countries. Search the Trade Events List for current trade missions at the following website address:
<http://www.export.gov/tradeevents/index.asp>

Catalog Events

Looking for an affordable, low-risk way to promote your products and services in promising markets around the world? Increase your company's international sales potential by showcasing your products and services with the International Catalog Exhibition Program. Search the Trade Events List on the website for current Catalog Events.



Appendix D: 2011 Data tables



Data Table A
Canadian Visitors to the U.S. by Visitors / Visitor-Nights / Average Nights
One or More Nights - 2011

2011 Census Region / State	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change 11/10	Total Canada (000s)	Percent Change 11/10	Average Nights Per Visit	Percent Change 11/10
TOTAL U.S. (NET) (1)	21,344	6.9%	176,107	9.4%	8.3	2.3%
TOTAL U.S. (SUM) (2)	29,173	6.6%	175,130	9.8%	6.0	2.9%
NEW ENGLAND	2,901	-1.4%	9,414	-2.7%	3.2	-1.3%
CONNECTICUT (3)						
MAINE	947	5.2%	3,141	2.8%	3.3	-2.3%
MASSACHUSETTS	678	2.4%	2,523	2.0%	3.7	-0.4%
NEW HAMPSHIRE (3)						
RHODE ISLAND (3)						
VERMONT	663	-8.4%	1,873	-11.0%	2.8	-2.8%
MID ATLANTIC	5,057	7.7%	14,419	8.3%	2.9	0.6%
NEW JERSEY (3)						
NEW YORK	3,701	7.4%	10,281	5.5%	2.8	-1.7%
PENNSYLVANIA	926	3.3%	2,424	8.3%	2.6	-4.9%
SOUTH ATLANTIC	5,935	8.1%	71,557	12.1%	12.1	3.6%
DELAWARE (3)						
DISTRICT OF COLUMBIA (3)						
FLORIDA	3,319	7.0%	59,619	10.5%	18.0	3.3%
GEORGIA (3)						
MARYLAND (3)						
NORTH CAROLINA	432	13.9%	1,797	21.6%	4.2	6.8%
SOUTH CAROLINA	565	25.8%	4,187	27.4%	7.4	1.2%
VIRGINIA	633	10.6%	2,204	14.2%	3.5	3.2%
WEST VIRGINIA (3)						
EAST NORTH CENTRAL	2,958	6.4%	9,226	11.7%	3.1	5.0%
ILLINOIS	503	11.2%	1,904	13.5%	3.8	2.1%
INDIANA (3)						
MICHIGAN	1,542	10.4%	4,547	21.3%	2.9	9.8%
OHIO	550	1.1%	1,540	5.1%	2.8	3.9%
WISCONSIN (3)						
WEST NORTH CENTRAL	1,966	10.2%	5,255	10.5%	2.7	0.2%
IOWA (3)						
KANSAS (3)						
MINNESOTA	676	3.8%	1,790	6.6%	2.6	2.7%
MISSOURI (3)						
NEBRASKA (3)						
NORTH DAKOTA	767	11.8%	1,579	11.2%	2.1	-0.6%
SOUTH DAKOTA (3)						
EAST SOUTH CENTRAL	688	-6.2%	2,151	10.7%	3.1	18.0%
ALABAMA (3)						
KENTUCKY (3)						
MISSISSIPPI (3)						
TENNESSEE (3)						
WEST SOUTH CENTRAL	674	14.0%	6,656	18.4%	9.9	3.8%
ARKANSAS (3)						
LOUISIANA (3)						
OKLAHOMA (3)						
TEXAS	419	12.4%	5,594	17.7%	13.4	4.7%
MOUNTAIN	3,944	8.1%	26,026	12.9%	6.6	4.4%
ARIZONA	704	8.3%	12,623	11.7%	17.9	3.1%
COLORADO (3)						
IDAHO (3)						
MONTANA	888	18.9%	3,409	31.5%	3.8	10.6%
NEVADA	1,481	8.4%	6,944	12.5%	4.7	3.8%
NEW MEXICO (3)						
UTAH (3)						
WYOMING (3)						
PACIFIC	5,050	7.6%	30,425	4.7%	6.0	-2.7%
CALIFORNIA	1,476	1.7%	13,072	-3.7%	8.9	-5.3%
OREGON (3)						
WASHINGTON	2,587	12.0%	7,492	11.9%	2.9	0.0%
ALASKA (3)						
HAWAII (3)						

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table B
Canadian Visitors to the U.S. by Expenditures
One or More Nights - 2011

2011 Census Region / State	VISITORS		VISITOR SPENDING (1+ NIGHTS)				
	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change 11/10	Spending Per Visitor 1+ Nights (\$US)	Percent Change 11/10	Average Daily Per Person 1+ Nights (\$US)	Percent Change 11/10
TOTAL U.S. (NET) (1)	21,344	\$ 16,425,464	14.7%	\$ 770	7.3%	\$ 93	4.8%
TOTAL U.S. (SUM) (2)	29,173	\$ 16,315,660	14.9%	\$ 559	7.8%	\$ 93	4.7%
NEW ENGLAND	2,901	\$ 979,369	9%	\$ 338	10%	\$ 104	12%
CONNECTICUT (3)							
MAINE	947	\$ 352,025	16%	\$ 372	10%	\$ 112	13%
MASSACHUSETTS	678	\$ 301,731	10%	\$ 445	8%	\$ 120	8%
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	663	\$ 144,993	0%	\$ 219	9%	\$ 77	12%
MID ATLANTIC	5,057	\$ 1,820,447	16%	\$ 360	8%	\$ 126	7%
NEW JERSEY (3)							
NEW YORK	3,701	\$ 1,389,286	14%	\$ 375	6%	\$ 135	8%
PENNSYLVANIA	926	\$ 259,758	12%	\$ 280	8%	\$ 107	3%
SOUTH ATLANTIC	5,935	\$ 5,064,620	15%	\$ 853	7%	\$ 71	3%
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,319	\$ 4,029,060	14%	\$ 1,214	6%	\$ 68	3%
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	432	\$ 146,558	22%	\$ 339	7%	\$ 82	0%
SOUTH CAROLINA	565	\$ 352,728	37%	\$ 624	9%	\$ 84	8%
VIRGINIA	633	\$ 148,621	12%	\$ 235	1%	\$ 67	-2%
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,958	\$ 968,729	18%	\$ 328	11%	\$ 105	6%
ILLINOIS	503	\$ 257,351	13%	\$ 512	2%	\$ 135	0%
INDIANA (3)							
MICHIGAN	1,542	\$ 440,756	31%	\$ 286	19%	\$ 97	8%
OHIO	550	\$ 149,813	9%	\$ 272	8%	\$ 97	4%
WISCONSIN (3)							
WEST NORTH CENTRAL	1,966	\$ 645,434	16%	\$ 328	5%	\$ 123	5%
IOWA (3)							
KANSAS (3)							
MINNESOTA	676	\$ 227,935	3%	\$ 337	-1%	\$ 127	-3%
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	767	\$ 246,121	20%	\$ 321	8%	\$ 156	8%
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	688	\$ 202,808	19%	\$ 295	27%	\$ 94	8%
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	674	\$ 496,934	8%	\$ 737	-5%	\$ 75	-8%
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	419	\$ 342,847	0%	\$ 818	-11%	\$ 61	-15%
MOUNTAIN	3,944	\$ 2,821,819	17%	\$ 715	9%	\$ 108	4%
ARIZONA	704	\$ 815,982	9%	\$ 1,159	0%	\$ 65	-3%
COLORADO (3)							
IDAHO (3)							
MONTANA	888	\$ 314,839	48%	\$ 355	24%	\$ 92	12%
NEVADA	1,481	\$ 1,366,097	21%	\$ 922	12%	\$ 197	8%
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	5,050	\$ 3,315,500	13%	\$ 657	5%	\$ 109	8%
CALIFORNIA	1,476	\$ 1,376,037	5%	\$ 933	4%	\$ 105	9%
OREGON (3)							
WASHINGTON	2,587	\$ 763,083	27%	\$ 295	14%	\$ 102	14%
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions. Spending excludes passenger fare exports.



Data Table C
Canadian Visitors to the U.S. by Province of Residence
One or More Nights - 2011

2011	VISITORS	PROVINCE OF ORIGIN (1+ NIGHTS)										
		Census Region / State	Total Canada (000s)	New-found-land (000s)	Prince Edward Island (000s)	Nova Scotia (000s)	New Brunswick (000s)	Quebec (000s)	Ontario (000s)	Mani-toba (000s)	Saskat-chewan (000s)	Alberta (000s)
TOTAL U.S. (NET) (1)	21,344	101	36	392	388	3,624	9,176	1,003	433	2,329	3,818	44
TOTAL U.S. (SUM) (2)	29,173	167	93	675	628	5,032	12,671	1,345	629	3,092	4,787	56
NEW ENGLAND	2,901	18	32	306	349	1,422	654	8	11	32	68	1
CONNECTICUT (3)												
MAINE	947	6	15	189	257	347	114	1	3	8	7	
MASSACHUSETTS	678	6	9	50	42	302	216	4	4	13	31	
NEW HAMPSHIRE (3)												
RHODE ISLAND (3)												
VERMONT	663	2	1	7	5	480	157	2	1	1	7	
MID ATLANTIC	5,057	17	10	78	62	1,228	3,366	18	26	121	128	4
NEW JERSEY (3)												
NEW YORK	3,701	12	3	44	31	866	2,550	12	18	74	91	
PENNSYLVANIA	926	2	3	24	18	142	669	6	7	38	18	
SOUTH ATLANTIC	5,935	87	16	154	139	1,581	3,397	85	51	213	212	0
DELAWARE (3)												
DISTRICT OF COLUMBIA (3)												
FLORIDA	3,319	69	8	80	80	828	1,904	55	41	142	112	
GEORGIA (3)												
MARYLAND (3)												
NORTH CAROLINA	432	5	3	10	10	125	236	6	2	12	24	
SOUTH CAROLINA	565	2		21	9	195	324	2	1	5	6	
VIRGINIA	633	5	2	18	24	235	319	7	1	13	11	
WEST VIRGINIA (3)												
EAST NORTH CENTRAL	2,958	14	7	30	29	164	2,394	93	26	110	85	6
ILLINOIS	503	6	3	4	5	53	302	19	11	60	35	4
INDIANA (3)												
MICHIGAN	1,542	4	1	7	10	42	1,408	33	5	14	18	1
OHIO	550			9	5	40	459	5	3	14	15	
WISCONSIN (3)												
WEST NORTH CENTRAL	1,966	2	6	20	7	70	595	887	205	94	75	5
IOWA (3)												
KANSAS (3)												
MINNESOTA	676	2	3	4	3	7	330	267	16	25	16	3
MISSOURI (3)												
NEBRASKA (3)												
NORTH DAKOTA	767			4		1	38	548	142	26	7	1
SOUTH DAKOTA (3)												
EAST SOUTH CENTRAL	688	3		17	14	46	529	22	7	30	21	
ALABAMA (3)												
KENTUCKY (3)												
MISSISSIPPI (3)												
TENNESSEE (3)												
WEST SOUTH CENTRAL	674	6	1	16	7	79	324	25	13	115	89	
ARKANSAS (3)												
LOUISIANA (3)												
OKLAHOMA (3)												
TEXAS	419	4	1	10	5	44	202	15	7	87	45	
MOUNTAIN	3,944	16	11	22	15	267	804	140	226	1,576	857	12
ARIZONA	704	5		7	8	46	175	38	35	236	151	3
COLORADO (3)												
IDAHO (3)												
MONTANA	888		1			2	48	22	76	626	110	2
NEVADA	1,481	10	4	6	5	149	398	42	61	445	355	7
NEW MEXICO (3)												
UTAH (3)												
WYOMING (3)												
PACIFIC	5,050	5	10	31	8	176	608	66	64	802	3,253	27
CALIFORNIA	1,476	4	3	10	3	129	363	22	30	405	502	5
OREGON (3)												
WASHINGTON	2,587	1	4	11	2	18	81	10	11	188	2,263	0
ALASKA (3)												
HAWAII (3)												

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table D
Canadian Visitors to the U.S. by Mode of Transportation
One or More Nights - 2011

2011 Census Region / State	VISITORS Total Canada (000s)	MODE OF TRANSPORTATION (1+ NIGHTS)			
		Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
TOTAL U.S. (NET) (1)	21,344	12,667	7,472	664	542
TOTAL U.S. (SUM) (2)	29,173	18,531	9,017	819	728
NEW ENGLAND	2,901	2,260	303	192	141
CONNECTICUT (3)					
MAINE	947	848	33	24	40
MASSACHUSETTS	678	384	170	108	11
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	663	569	28	28	34
MID ATLANTIC	5,057	3,889	846	175	125
NEW JERSEY (3)					
NEW YORK	3,701	2,855	605	131	98
PENNSYLVANIA	926	764	111	22	24
SOUTH ATLANTIC	5,935	3,012	2,806	49	60
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,319	1,122	2,171	20	4
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA	432	314	102	1	14
SOUTH CAROLINA	565	442	118	3	3
VIRGINIA	633	495	109	11	13
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,958	2,182	490	145	121
ILLINOIS	503	189	284	26	3
INDIANA (3)					
MICHIGAN	1,542	1,309	46	94	88
OHIO	550	437	76	13	15
WISCONSIN (3)					
WEST NORTH CENTRAL	1,966	1,626	223	60	49
IOWA (3)					
KANSAS (3)					
MINNESOTA	676	568	69	28	9
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	767	729	12	17	8
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	688	491	141	19	28
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	674	221	443	1	7
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	419	109	304	1	4
MOUNTAIN	3,944	2,031	1,816	56	39
ARIZONA	704	244	456	2	2
COLORADO (3)					
IDAHO (3)					
MONTANA	888	819	41	11	18
NEVADA	1,481	349	1,104	25	2
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	5,050	2,820	1,950	121	159
CALIFORNIA	1,476	252	1,209	11	12
OREGON (3)					
WASHINGTON	2,587	2,245	136	75	121
ALASKA (3)					
HAWAII (3)					

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table E
Canadian Visitors to the U.S. by Type of Accommodations
One or More Nights - 2011

2011 Census Region / State	VISITORS		TYPE OF ACCOMMODATIONS (1+ NIGHTS)				
	Total Canada (000s)	Camping (000s)	Cottage/ Cabin (000s)	Hotel and/or Motel Only (NET) (000s)	Friends or Relatives (000s)	Other Combination (NET) (000s)	Not Stated (000s)
TOTAL U.S. (NET) (1)	21,344	1,157	762	11,088	2,586	4,558	1,193
TOTAL U.S. (SUM) (2)	29,173	2,070	848	16,143	3,337	4,282	2,494
NEW ENGLAND	2,901	278	153	1,655	292	314	208
CONNECTICUT (3)							
MAINE	947	102	68	586	49	71	71
MASSACHUSETTS	678	19	10	433	100	86	30
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	663	95	67	310	64	71	55
MID ATLANTIC	5,057	330	106	3,106	596	489	431
NEW JERSEY (3)							
NEW YORK	3,701	279	102	2,265	427	302	326
PENNSYLVANIA	926	37	2	600	94	111	82
SOUTH ATLANTIC	5,935	240	60	2,665	755	1,570	646
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,319	94	32	1,191	530	1,245	228
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	432	20	16	245	54	48	50
SOUTH CAROLINA	565	27	4	320	38	120	56
VIRGINIA	633	45	2	245	40	78	223
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,958	178	22	1,856	439	214	249
ILLINOIS	503	27		335	71	40	29
INDIANA (3)							
MICHIGAN	1,542	92	19	945	267	89	130
OHIO	550	20	2	359	57	44	68
WISCONSIN (3)							
WEST NORTH CENTRAL	1,966	177	18	1,331	132	124	185
IOWA (3)							
KANSAS (3)							
MINNESOTA	676	36	13	446	69	41	71
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	767	66	3	606	22	18	52
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	688	49	8	433	41	40	118
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	674	53		367	107	109	39
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	419	28		213	86	72	20
MOUNTAIN	3,944	339	138	2,341	300	558	269
ARIZONA	704	66	11	216	144	222	45
COLORADO (3)							
IDAHO (3)							
MONTANA	888	115	105	414	66	141	47
NEVADA	1,481	37	1	1,234	27	96	87
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	5,050	427	344	2,391	674	866	348
CALIFORNIA	1,476	35	14	793	231	346	57
OREGON (3)							
WASHINGTON	2,587	347	297	1,180	378	195	190
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table F
Canadian Visitors to the U.S. by Purpose of Trip
One or More Nights - 2011

2011 Census Region / State	VISITORS				
	Total Canada (000s)	Business/ Convention (000s)	Visit Friends or Relatives (4) (000s)	Holiday/ Vacation (5) (000s)	Other (000s)
TOTAL U.S. (NET) (1)	21,344	2,385	3,227	13,537	2,195
TOTAL U.S. (SUM) (2)	29,173	2,798	4,219	19,488	2,668
NEW ENGLAND	2,901	192	413	1,964	332
CONNECTICUT (3)					
MAINE	947	27	99	652	169
MASSACHUSETTS	678	107	109	390	71
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	663	16	105	510	33
MID ATLANTIC	5,057	439	769	3,155	694
NEW JERSEY (3)					
NEW YORK	3,701	284	541	2,337	540
PENNSYLVANIA	926	100	143	546	138
SOUTH ATLANTIC	5,935	506	619	4,646	164
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,319	209	321	2,723	66
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA	432	56	66	296	15
SOUTH CAROLINA	565	27	45	485	8
VIRGINIA	633	48	58	504	24
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,958	502	654	1,347	456
ILLINOIS	503	148	104	203	47
INDIANA (3)					
MICHIGAN	1,542	162	358	703	319
OHIO	550	113	118	274	46
WISCONSIN (3)					
WEST NORTH CENTRAL	1,966	165	246	1,165	390
IOWA (3)					
KANSAS (3)					
MINNESOTA	676	63	103	377	134
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	767	20	49	480	218
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	688	99	84	489	16
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	674	204	157	282	32
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	419	139	111	147	22
MOUNTAIN	3,944	298	399	3,027	221
ARIZONA	704	52	112	520	20
COLORADO (3)					
IDAHO (3)					
MONTANA	888	15	103	675	95
NEVADA	1,481	155	71	1,207	47
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	5,050	394	878	3,414	364
CALIFORNIA	1,476	233	325	862	57
OREGON (3)					
WASHINGTON	2,587	109	466	1,746	267
ALASKA (3)					
HAWAII (3)					

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

- (1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.
- (2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.
- (3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.
- (4) *Holiday/Vacation* includes holiday/vacation, visit second home/cottage/condo, and attend events, attractions.
- (5) *Other* includes personal (medical, wedding, etc.), transit to/from other parts of Canada, educational study, shopping, and other.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table G1
Canadian Visitors to the U.S. by Activity
One or More Nights - 2011

2011	VISITORS	ACTIVITY ON U.S. TRIP (1+ NIGHTS)					
		Census Region / State	Total Canada (000s)	Shopping (000s)	Sightsee (000s)	Visit Friends/Relatives (000s)	Participate in Sports/Outdoor Activities (000s)
TOTAL U.S. (NET) (1)	21,344	16,189	9,463	6,923	5,985	4,649	4,916
TOTAL U.S. (SUM) (2)	29,173	22,858	14,901	10,552	9,035	8,190	7,089
NEW ENGLAND	2,901	2,106	1,417	796	916	763	445
CONNECTICUT (3)							
MAINE	947	739	408	206	295	177	116
MASSACHUSETTS	678	499	429	219	139	312	155
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	663	399	256	185	273	108	78
MID ATLANTIC	5,057	3,727	2,302	1,485	1,211	1,386	986
NEW JERSEY (3)							
NEW YORK	3,701	2,658	1,571	982	832	913	720
PENNSYLVANIA	926	757	519	332	260	344	183
SOUTH ATLANTIC	5,935	4,944	3,255	2,673	2,639	1,505	1,468
DELAWARE (3)	44	30	20	20	10	8	11
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,319	2,814	1,802	1,538	1,453	603	835
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	432	340	234	222	194	154	106
SOUTH CAROLINA	565	476	291	205	319	124	137
VIRGINIA	633	527	348	271	284	249	146
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,958	2,107	1,121	1,107	538	560	646
ILLINOIS	503	358	305	194	76	175	169
INDIANA (3)							
MICHIGAN	1,542	1,087	442	527	266	162	256
OHIO	550	394	197	228	130	109	139
WISCONSIN (3)							
WEST NORTH CENTRAL	1,966	1,589	698	538	365	431	417
IOWA (3)							
KANSAS (3)							
MINNESOTA	676	521	182	180	118	77	128
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	767	678	175	117	127	93	124
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	688	567	456	312	247	285	233
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	674	516	412	335	226	355	269
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	419	308	227	226	131	188	156
MOUNTAIN	3,944	3,311	2,556	1,301	1,395	1,387	1,502
ARIZONA	704	608	477	385	371	356	215
COLORADO (3)							
IDAHO (3)							
MONTANA	888	739	437	285	388	253	246
NEVADA	1,481	1,267	1,084	314	282	367	797
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	5,050	3,991	2,685	2,005	1,498	1,518	1,125
CALIFORNIA	1,476	1,195	978	755	464	536	425
OREGON (3)							
WASHINGTON	2,587	1,927	895	927	511	422	377
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table G2
Canadian Visitors to the U.S. by Activity
One or More Nights - 2011

2011	ACTIVITY ON U.S. TRIP (1+ NIGHTS)						
	Census Region / State	National or State Nature Park (000s)	Visit a Museum or Art Gallery (000s)	Visit A Theme Park (000s)	Attend Cultural Events (000s)	Go to a Casino (000s)	Zoo, Aquarium or Botanical Garden (000s)
TOTAL U.S. (NET) (1)	3,927	3,499	2,509	2,713	3,394	2,403	1,950
TOTAL U.S. (SUM) (2)	6,923	5,930	3,750	4,178	5,042	3,787	3,127
NEW ENGLAND	568	535	236	245	99	213	89
CONNECTICUT (3)							
MAINE	132	123	126	51	36	41	33
MASSACHUSETTS	111	237	27	97	18	101	14
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	142	67	29	39	13	34	23
MID ATLANTIC	855	988	431	675	582	382	294
NEW JERSEY (3)							
NEW YORK	590	680	258	496	419	256	174
PENNSYLVANIA	200	226	100	121	87	90	107
SOUTH ATLANTIC	1,237	1,072	1,625	767	446	1,214	1,244
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	607	429	1,169	409	293	706	665
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	104	86	70	50	23	79	86
SOUTH CAROLINA	82	84	107	74	28	122	186
VIRGINIA	169	186	126	86	44	131	133
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	412	539	259	288	286	249	211
ILLINOIS	86	194	48	75	37	94	22
INDIANA (3)							
MICHIGAN	137	142	63	122	183	68	124
OHIO	104	113	103	53	29	42	42
WISCONSIN (3)							
WEST NORTH CENTRAL	382	289	143	182	450	169	112
IOWA (3)							
KANSAS (3)							
MINNESOTA	69	59	54	47	221	51	42
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	87	58	49	39	95	47	25
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	224	198	122	139	102	85	108
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	210	221	83	149	115	107	69
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	122	123	51	90	46	71	42
MOUNTAIN	1,512	965	304	989	1,983	525	570
ARIZONA	357	234	48	132	219	121	215
COLORADO (3)							
IDAHO (3)							
MONTANA	318	162	43	74	174	56	120
NEVADA	372	288	135	643	1,301	235	124
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	1,078	1,125	549	743	981	843	430
CALIFORNIA	483	443	382	260	274	396	180
OREGON (3)							
WASHINGTON	434	326	84	194	561	147	127
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

- (1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.
- (2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.
- (3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table G3
Canadian Visitors to the U.S. by Activity
One or More Nights - 2011

2011 Census Region / State	ACTIVITY ON TRIP (1+ NIGHTS)						
	Attend a Festival or Fair (000s)	Attend Sports Events (000s)	Boating: Motor, Sail Boat, Other (000s)	Fishing (000s)	Downhill Skiing or Snow Boarding (000s)	Hunting (000s)	No Activity Stated (000s)
TOTAL U.S. (NET) (1)	1,391	1,864	1,202	401	295	18	1,272
TOTAL U.S. (SUM) (2)	2,346	2,823	1,798	635	337	37	1,580
NEW ENGLAND	167	238	163	49	91	4	166
CONNECTICUT (3)							
MAINE	46	47	42	17	35	1	68
MASSACHUSETTS	44	105	33	4	2	1	30
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	30	34	53	24	41	2	41
MID ATLANTIC	259	380	209	64	96	9	366
NEW JERSEY (3)							
NEW YORK	169	260	149	41	93	6	274
PENNSYLVANIA	75	94	48	17	3	3	54
SOUTH ATLANTIC	563	665	582	227	1	12	271
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	303	361	384	138		3	105
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	40	56	30	20		2	35
SOUTH CAROLINA	37	54	42	13		2	23
VIRGINIA	71	69	54	26	1	3	35
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	208	260	94	37	10	4	294
ILLINOIS	49	73	22	3	1		48
INDIANA (3)							
MICHIGAN	77	87	34	24	8	3	143
OHIO	50	60	22	5	1	1	61
WISCONSIN (3)							
WEST NORTH CENTRAL	104	225	44	19	20	3	81
IOWA (3)							
KANSAS (3)							
MINNESOTA	38	80	10	5	13	1	31
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	19	62	13	6	5	1	19
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	80	82	53	19		1	67
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	92	74	70	15	2	3	60
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	51	50	41	9		1	39
MOUNTAIN	383	455	248	97	94	1	74
ARIZONA	101	147	31	12			20
COLORADO (3)							
IDAHO (3)							
MONTANA	77	63	122	47	57		13
NEVADA	91	137	27	6	4		17
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	403	445	335	109	24	1	202
CALIFORNIA	210	155	58	17	6		53
OREGON (3)							
WASHINGTON	149	225	105	45	12	1	132
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table H1
Canadian Visitors to the U.S. by Age Groups
One or More Nights - 2011

2011 Census Region / State	VISITORS Total Canada (000s)	AGE OF PERSONS IN TRAVEL PARTY (1+ NIGHTS)						Age/Sex Not Stated (000s)
		Under 12 (000s)	12 - 19 (000s)	Under 20 (NET) (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
TOTAL U.S. (NET) (1)	21,344	1,235	1,053	2,288	2,394	6,596	8,899	1,167
TOTAL U.S. (SUM) (2)	29,173	1,577	1,362	2,939	2,913	8,403	13,434	1,484
NEW ENGLAND	2,901	183	147	330	322	894	1,178	177
CONNECTICUT (3)								
MAINE	947	75	51	126	78	286	416	41
MASSACHUSETTS	678	29	34	63	100	206	249	60
NEW HAMPSHIRE (3)								
RHODE ISLAND (3)								
VERMONT	663	37	35	72	74	205	273	38
MID ATLANTIC	5,057	281	343	624	551	1,499	2,111	271
NEW JERSEY (3)								
NEW YORK	3,701	206	229	436	432	1,132	1,492	209
PENNSYLVANIA	926	35	79	113	72	241	468	32
SOUTH ATLANTIC	5,935	427	263	690	494	1,633	2,832	287
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	3,319	288	171	460	280	979	1,448	153
GEORGIA (3)								
MARYLAND (3)								
NORTH CAROLINA	432	18	16	34	34	104	244	17
SOUTH CAROLINA	565	43	23	67	37	159	279	23
VIRGINIA	633	43	19	62	45	137	358	31
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	2,958	117	128	244	294	928	1,337	155
ILLINOIS	503	19	24	43	74	194	166	25
INDIANA (3)								
MICHIGAN	1,542	58	69	128	132	470	731	82
OHIO	550	25	23	49	54	152	257	38
WISCONSIN (3)								
WEST NORTH CENTRAL	1,966	137	118	255	198	562	890	61
IOWA (3)								
KANSAS (3)								
MINNESOTA	676	43	36	79	71	174	328	24
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	767	75	63	138	88	237	285	19
SOUTH DAKOTA (3)	127	8	7	15	6	38	63	6
EAST SOUTH CENTRAL	688	21	23	44	37	163	410	35
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	674	15	19	34	94	209	305	33
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	419	13	15	27	56	123	189	23
MOUNTAIN	3,944	146	138	283	425	1,151	1,909	177
ARIZONA	704	23	19	43	53	169	415	24
COLORADO (3)								
IDAHO (3)								
MONTANA	888	69	62	131	71	221	431	35
NEVADA	1,481	23	31	54	226	540	571	90
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	5,050	251	183	435	498	1,365	2,463	289
CALIFORNIA	1,476	95	53	148	192	492	554	90
OREGON (3)								
WASHINGTON	2,587	123	99	221	199	620	1,417	130
ALASKA (3)								
HAWAII (3)								

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table H2
Canadian Visitors to the U.S. by Male Age Groups
One or More Nights - 2011

2011 Census Region / State	VISITORS		AGE OF MALES IN TRAVEL PARTY (1+ NIGHTS)				Age/Sex Not Stated (000s)
	Total Canada (000s)	Total Males (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
TOTAL U.S. (NET) (1)	21,344	9,285	---	---	---	---	1,167
TOTAL U.S. (SUM) (2)	29,173	12,968	1,378	1,208	3,916	6,466	1,484
NEW ENGLAND	2,901	1,247	160	138	424	526	177
CONNECTICUT (3)							
MAINE	947	394	63	29	126	177	41
MASSACHUSETTS	678	290	29	43	106	111	60
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	663	290	32	33	97	128	36
MID ATLANTIC	5,057	2,199	305	201	712	981	271
NEW JERSEY (3)							
NEW YORK	3,701	1,585	217	155	531	682	209
PENNSYLVANIA	926	436	54	31	123	228	32
SOUTH ATLANTIC	5,935	2,672	308	205	755	1,405	287
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,319	1,429	199	109	434	686	153
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	432	215	13	16	58	129	17
SOUTH CAROLINA	565	284	34	15	81	155	23
VIRGINIA	633	286	28	20	58	179	31
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,958	1,357	116	132	455	654	155
ILLINOIS	503	239	22	33	102	82	25
INDIANA (3)							
MICHIGAN	1,542	672	59	52	215	347	82
OHIO	550	272	27	26	83	136	38
WISCONSIN (3)							
WEST NORTH CENTRAL	1,966	894	123	80	257	434	61
IOWA (3)							
KANSAS (3)							
MINNESOTA	676	309	34	33	81	161	24
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	767	314	70	25	90	130	19
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	688	335	20	19	89	207	35
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	674	338	25	51	114	147	33
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	419	201	19	28	66	89	23
MOUNTAIN	3,944	1,759	128	180	502	949	177
ARIZONA	704	330	21	26	79	204	24
COLORADO (3)							
IDAHO (3)							
MONTANA	888	391	57	29	87	218	35
NEVADA	1,481	627	25	91	233	278	90
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	5,050	2,167	193	203	610	1,162	289
CALIFORNIA	1,476	638	59	76	243	260	90
OREGON (3)							
WASHINGTON	2,587	1,111	104	81	256	670	130
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table H3
Canadian Visitors to the U.S. by Female Age Groups
One or More Nights - 2011

2011 Census Region / State	VISITORS Total Canada (000s)	AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS)					Age/Sex Not Stated (000s)
		Total Females (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
TOTAL U.S. (NET) (1)	21,344	10,892	---	---	---	---	1,167
TOTAL U.S. (SUM) (2)	29,173	14,722	1,561	1,705	4,487	6,968	1,484
NEW ENGLAND	2,901	1,476	170	184	470	653	177
CONNECTICUT (3)							
MAINE	947	512	63	50	160	240	41
MASSACHUSETTS	678	328	34	57	100	138	60
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	663	334	40	41	109	145	38
MID ATLANTIC	5,057	2,587	319	351	788	1,130	271
NEW JERSEY (3)							
NEW YORK	3,701	1,906	219	277	601	810	209
PENNSYLVANIA	926	458	59	41	118	240	32
SOUTH ATLANTIC	5,935	2,976	382	289	878	1,427	287
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,319	1,737	261	171	545	761	153
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA	432	201	21	18	47	115	17
SOUTH CAROLINA	565	258	33	23	78	124	23
VIRGINIA	633	317	34	26	78	179	31
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,958	1,446	128	162	473	682	155
ILLINOIS	503	239	22	41	92	84	25
INDIANA (3)							
MICHIGAN	1,542	788	69	80	255	384	82
OHIO	550	240	22	29	69	121	38
WISCONSIN (3)							
WEST NORTH CENTRAL	1,966	1,011	132	118	305	456	61
IOWA (3)							
KANSAS (3)							
MINNESOTA	676	343	45	39	93	167	24
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	767	433	68	63	147	154	19
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	688	318	24	18	74	203	35
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	674	304	9	43	95	157	33
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	419	194	8	28	57	101	23
MOUNTAIN	3,944	2,009	155	245	650	960	177
ARIZONA	704	350	21	27	90	211	24
COLORADO (3)							
IDAHO (3)							
MONTANA	888	462	74	42	133	213	35
NEVADA	1,481	764	29	135	307	293	90
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	5,050	2,594	241	296	756	1,301	289
CALIFORNIA	1,476	747	89	116	249	294	90
OREGON (3)							
WASHINGTON	2,587	1,346	117	118	364	747	130
ALASKA (3)							
HAWAII (3)							

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table I
Canadian Visitors to the U.S. by Nights Spent in State
One or More Nights - 2011

2011 Census Region / State	VISITORS		NIGHTS SPENT IN U.S. DESTINATION (1+ NIGHTS)					
	Total Canada Day & Overnight (000s)	DAY-TRIPS Same Day (000s)	TOTAL 1+ Nights (NET) (000s)	One Night (000s)	Two to Six Nights (000s)	Seven to Thirteen Nights (000s)	Fourteen or More Nights (000s)	Average Nights Per Visit
TOTAL U.S. (NET) (1)	49,984	28,640	21,344	2,257	11,669	4,795	2,620	8.3
TOTAL U.S. (SUM) (2)	44,752	15,579	29,173	7,115	15,471	4,321	2,266	6.0
NEW ENGLAND	5,054	2,153	2,901	728	1,874	253	46	3.2
CONNECTICUT (3)								
MAINE	1,144	196	947	231	596	103	18	3.3
MASSACHUSETTS	918	240	678	128	472	65	14	3.7
NEW HAMPSHIRE (3)								
RHODE ISLAND (3)								
VERMONT	1,681	1,018	663	182	429	46	6	2.8
MID ATLANTIC	8,988	3,931	5,057	1,590	3,147	261	59	2.9
NEW JERSEY (3)								
NEW YORK	6,408	2,708	3,701	1,107	2,379	176	38	2.8
PENNSYLVANIA	1,876	950	926	395	487	29	16	2.6
SOUTH ATLANTIC	9,560	3,625	5,935	1,110	1,822	1,824	1,179	12.1
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	3,674	355	3,319	98	726	1,452	1,043	18.0
GEORGIA (3)								
MARYLAND (3)								
NORTH CAROLINA	1,010	577	432	178	173	57	25	4.2
SOUTH CAROLINA	993	428	565	133	175	190	68	7.4
VIRGINIA	1,114	480	633	273	276	69	16	3.5
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	5,251	2,293	2,958	1,078	1,667	170	43	3.1
ILLINOIS	919	417	503	133	323	36	12	3.8
INDIANA (3)								
MICHIGAN	2,554	1,012	1,542	564	878	81	20	2.9
OHIO	942	392	550	219	297	30	5	2.8
WISCONSIN (3)								
WEST NORTH CENTRAL	2,716	750	1,966	615	1,265	60	26	2.7
IOWA (3)								
KANSAS (3)								
MINNESOTA	992	316	676	188	456	26	5	2.6
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	960	193	767	236	525	4	3	2.1
SOUTH DAKOTA (3)								
EAST SOUTH CENTRAL	1,257	569	688	287	327	51	23	3.1
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	886	212	674	116	366	110	82	9.9
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	546	127	419	62	204	78	76	13.4
MOUNTAIN	4,902	958	3,944	629	2,393	635	288	6.6
ARIZONA	872	168	704	49	235	218	201	17.9
COLORADO (3)								
IDAHO (3)								
MONTANA	1,006	118	888	197	548	105	37	3.8
NEVADA	1,605	124	1,481	78	1,174	200	29	4.7
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	5,267	1,088	5,050	962	2,611	957	520	6.0
CALIFORNIA	1,741	266	1,476	90	703	465	219	8.9
OREGON (3)								
WASHINGTON	3,108	521	2,587	775	1,623	142	48	2.9
ALASKA (3)								
HAWAII (3)								

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

(3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.

Note: Totals for Canada may differ across tables due to differences in response rates for questions.



Data Table J
Canadian Visitors to the U.S. by Season of Visit
One or More Nights - 2011

2011 Census Region / State	VISITORS Total Canada (000s)	QUARTER OF VISIT (1+ NIGHTS)			
		Quarter 1 (Jan-Mar) (000s)	Quarter 2 (Apr-Jun) (000s)	Quarter 3 (Jul-Sep) (000s)	Quarter 4 (Oct-Dec) (000s)
TOTAL U.S. (NET) (1)	21,344	4,636	5,270	6,935	4,503
TOTAL U.S. (SUM) (2)	29,173	6,492	7,606	9,222	5,854
NEW ENGLAND	2,901	311	654	1,416	521
CONNECTICUT (3)					
MAINE	947	75	186	526	160
MASSACHUSETTS	678	87	184	299	108
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	663	103	150	282	128
MID ATLANTIC	5,057	825	1,272	1,967	993
NEW JERSEY (3)					
NEW YORK	3,701	614	909	1,435	743
PENNSYLVANIA	926	159	271	310	186
SOUTH ATLANTIC	5,935	1,974	1,699	1,071	1,191
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,319	1,337	865	434	683
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA	432	104	146	100	82
SOUTH CAROLINA	565	138	185	128	115
VIRGINIA	633	174	202	152	106
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,958	513	715	1,062	668
ILLINOIS	503	89	138	181	95
INDIANA (3)					
MICHIGAN	1,542	254	358	560	369
OHIO	550	130	133	165	123
WISCONSIN (3)					
WEST NORTH CENTRAL	1,966	326	500	775	365
IOWA (3)					
KANSAS (3)					
MINNESOTA	676	118	150	264	145
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	767	142	168	322	135
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	688	189	234	131	135
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	674	178	218	133	146
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	419	100	139	99	81
MOUNTAIN	3,944	952	1,140	1,076	777
ARIZONA	704	300	201	57	145
COLORADO (3)					
IDAHO (3)					
MONTANA	888	138	195	442	113
NEVADA	1,481	365	448	298	370
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	5,050	1,224	1,175	1,591	1,059
CALIFORNIA	1,476	436	373	342	324
OREGON (3)					
WASHINGTON	2,587	465	620	976	526
ALASKA (3)					
HAWAII (3)					

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries

(1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.

(2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.

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Note: Totals for Canada may differ across tables due to differences in response rates for questions.