



Travel to the United States from Canada

2014



September 2017

U.S. DEPARTMENT OF COMMERCE

International Trade Administration

Industry & Analysis

National Travel and Tourism Office





TABLE OF CONTENTS

	Page
INTRODUCTION.....	4
EXECUTIVE SUMMARY	5
DETAILED FINDINGS	7
TRAVELER METRICS	7
Visitors	7
Visits	7
Visitor-Nights	7
Visitor Spending (summary)	8
TRIP CHARACTERISTICS	8
Province of Residence	8
U.S. States Visited	9
Purpose of Trip	9
Activities.....	10
Length of Stay	11
Mode of Transportation	12
Accommodations	13
Season/Month of Travel.....	13
Visitor Spending (detailed)	14
Composition and Size of Travel Party	15
Age.....	15
Gender	15
APPENDICES.....	16
APPENDIX A: BACKGROUND & METHODOLOGY	17
APPENDIX B: NTO WEBSITE.....	27
APPENDIX C: RESEARCH AND MARKETING ASSISTANCE.....	28
APPENDIX D: 2014 DATA TABLES.....	30
Appendix D: Data Table A Visitors, Visitor-Nights, Average Nights	31
Appendix D: Data Table B Visitor Spending	32
Appendix D: Data Table C Province of Residence	33
Appendix D: Data Table D Mode of Transportation	34
Appendix D: Data Table E Type of Accommodations	35
Appendix D: Data Table F Trip Purpose.....	35
Appendix D: Data Table G1 Activities	37
Appendix D: Data Table G2 Activities (continued)	38
Appendix D: Data Table G3 Activities (continued)	39
Appendix D: Data Table G4 Activities (continued)	40
Appendix D: Data Table G5 Activities (continued)	41
Appendix D: Data Table H1 Age Groups	42
Appendix D: Data Table H2 Male Age Groups	43
Appendix D: Data Table H3 Female Age Groups.....	44
Appendix D: Data Table I Nights Spent in State.....	45
Appendix D: Data Table J Quarter of Year of Visit	46
APPENDIX F: IMPLICATIONS OF THE 2013 SURVEY QUESTIONNAIRE CHANGE.....	51



CHARTS	Page
Chart 1: Canadian Traveler Volume to the United States—1990-2014.....	7
Chart 2: Top States Visited	9
Chart 3: Main Purpose of Trip.....	9
Chart 4: Trip Purpose Differences Across Destinations	10
Chart 5: Activities by Trip Purpose.....	11
Chart 6: Length of Stay Distribution	12
Chart 7: Mode of Transportation (mode of U.S. border entry).....	12
Chart 8: Month of Travel (2014—all travel segments—1+ nights)	13
Chart 9: Quarter of Travel by Main Purpose of Trip.....	13
Chart 10: Quarter of Travel by Destination	14
Chart 11: How a Travel Dollar is Spent	14
Chart 12: Composition of Travel Party	15
Chart 13: Traveler Age.....	15



INTRODUCTION

This edition of *Travel to the United States from Canada—2014* continues the series of annual reports begun in 1980. The National Travel and Tourism Office 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 2014. 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 2014 survey sample is drawn from 21,790 voluntary responses (trip records) to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey.

The 2014 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 19 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 67 percent of visitors to Florida travel by air, not that Florida has a 33 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 <https://travel.trade.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 2014 is 23,013,691 (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 31,686,000 (U.S. sum). Another way to view this is 23,013,691 *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 23,013,691 volume estimate when computing volume of travel sub-segments based on proportions.



EXECUTIVE SUMMARY

Background and Overview

Background: *Travel to the United States from Canada—2014* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in 2014. The report is prepared by the Department of Commerce's National Travel and Tourism Office (NTTO) and is based on 21,790 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, NTTO, or Statistics Canada can be found on the NTTO website (<https://travel.trade.gov>) or the Statistics Canada website (<http://www.statcan.ca/>).

Overview: In 2014 Canada was the number one origin country for the United States in terms of visitors (ahead of Mexico), but the number two in terms of visitor spending (behind China and ahead of Japan). Thus, a two percent decrease in visitors from Canada in 2014 pulled down the overall visitor increase of seven percent from all countries combined. The U.S.'s share of Canada outbound travelers in 2014 was 69 percent, a level that declined over the past decade. In 2014, Canadian outbound to countries other than the United States increased nearly ten percent.

Traveler Metrics

Visitors and Visits: Total Canadian visitors staying one or more nights in the United States in 2014 was 23.01 million, a two percent decrease from the 2013 revised and record level of 23.41 million. The 23.01 million Canadian visitors to the United States in 2014 generated 31.69 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 233 million in 2014, down two percent from 2013. This performance reflects the two percent decrease in visitors and a negligible decrease in average length of stay (rounded data).

Visitor Spending: Canadians spent US\$19.21 billion¹ while in the United States in 2014, down five percent

¹ This spending estimate compares to the official country estimate of \$26.28 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$26.28 billion, \$20.71 billion is spending in the

from 2013. This performance reflects the combination of the two percent decrease in travelers and a four percent decrease in per-traveler spending (based on rounded data).

Trip Characteristics

Province of Residence: Ontario generated the greatest number of travelers to the United States. This province accounted for 38 percent of the population, but produced 9.56 million visitors in 2014, or 42 percent of all Canadians visiting the United States. Other top visitor origin provinces include British Columbia (19%), Quebec (18%), Alberta (11%), and Manitoba (4%).

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. Florida received 4.02 million visitors, the most of any state, just ahead of New York (3.98 million). Other top destination states were Washington, California, Nevada, and Michigan. Florida accounted for 17 percent of visitors, but 39 percent of visitor-nights. Conversely, the 11 land border states accounted for 59 percent of visitors, but only 25 percent of visitor nights. The border states' share was higher than in 2013 (21 percent).

Trip Purpose: *Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 12.94 million, or 56 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 traveling for *other* purposes, which includes shopping.

Activities: Activity participation is a trip characteristic greatly changed in the International Traveler Survey question. Results are greatly changed as well and will be reported in future annual summaries when trending is available.

United States and the remaining \$5.58 billion is passenger fares spent on United States private-sector-owned carriers. The \$26.28B differs from the \$19.21B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.



Length of stay: 53 percent of all Canadian visitors to the United States were on day trips in 2014. 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 (2013). Canadian overnight visitors stayed an average 10.14 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 two nights (the *mode*), while four nights was 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 a very long period. Thus, the jump to 10.14 nights is uncharacteristically high and may be a ramification of the questionnaire and/or methodology change.

Transportation Mode: *Automobile* is the dominant mode of transportation of entry to the United States, accounting for 13.6 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* (36%), *bus* (3%), *boat* (1%), and all *other* modes (1%, mostly pedestrian). Business travelers most often traveled by air (76%).

Accommodations: Canadians most often stayed in *hotels or motels* (53%) during their United States visit. Other accommodations types were *camping or trailer park* (11%), *homes of friends or relatives* (10%), *cottage or cabin* (4%), or *other* miscellaneous or combinations of types (22%). 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, 7.2 million, or 31 percent of all Canadians. Visitation in other quarters of the year were: 2nd quarter (25%), 1st quarter (23%), and 4th quarter (21%). The greatest

number of visitors arrived in August (13.1%) and July (10.1%). 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 decreased five percent in 2014 to \$19.21 billion. *Accommodations* accounted for the largest share of this amount (35%) followed by *food and beverage* (22%). Lower shares of total spending were made for *clothes and gifts* (15%), *transportation while in the United States* (13%), *recreation and entertainment* (11%), and *other* (4%). Spending per visitor decreased in 2014 to \$835 per person, a seven percent decline from 2013. Spending per-person per-day decreased to \$81.

Traveler Demographics

Composition of Travel Party: Canadian travel parties to the United States are dominated by two-adult parties (48%). Half as many contained three or more adults (18%), while fewer still contained an adult traveling alone (17%). Seventeen percent of all travel parties contained one or more children under age 20 (net). The average party size in 2014 was 2.00 persons.

Age: The age of Canadian travelers is centered around the 55-65 age groups (25%). The 45-54 age group and the 65-74 age group both account for 18 percent of travelers. Children are a member of 17 percent of all travel parties, but accounted for only 11 percent of all travelers. Travelers of age 55+ have increased from 32% of all travelers in 2000 to 49% in 2014, which is more than a one percentage point increase per year.

Gender: Women travelers outnumbered men, 53 percent to 47 percent, respectively.



DETAILED FINDINGS

TRAVELER METRICS

Visitors

Canadian visitors staying one or more nights in the United States in 2014 totaled 23.01 million. This level represents a 1.7 percent decrease from the revised 2013 record level (23.41 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. The relatively high overnight share in 2014 reflects the combination of a small decline in overnight volume and a much larger decline in day volume.

- Outbound visitor volume was lower in 2014 for 7 of 11 Canadian provinces or province groups, but performances differed greatly across provinces. Annual changes ranged from a 12 percent increase for low-volume Newfoundland to a twenty percent decrease for very low-volume Prince Edward Island. More importantly, visitation decreased from the largest visitor-producing provinces, Ontario (-4%), British Columbia (-1%), and Quebec (very small decline).
- Transportation mode reflects the mode used to clear Canadian customs. Segment performances were inconsistent in 2014. The dominant auto segment declined 3.8 percent while the air segment increased 2.3 percent. The much smaller bus, train, boat, and “other” (mostly pedestrian) segments also experienced decreases from 2013. Among land travelers (which includes several million travelers who drove across the border and flew to their ultimate destination), the 1-night only auto segment was the same as 2013.
- **Chart 1** (on this page) shows visitor volume from 1990 through 2014. 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 2013.

Chart 1: Canadian Traveler Volume to the United States—1990-2014
(all traveler segments—1+ nights)



Visits

The 23.41 million Canadian visitors to the United States in 2014 generated 31.69 million state visits. Thus, Canadians visited an average 1.4 states during their U.S. trip. The decrease in visitors was 1.7 percent from the 2013 level and the decrease in visits was slightly smaller (-0.9%) due to a very small increase in average number of states visited.

Visitor-Nights

Visitor-nights is a travel metric that combines visitors (persons) with length of stay (nights). Visitor-nights volume was 233 million in 2014, down 1.9% percent from 2013. This performance reflects a 1.7 percent decrease in visitors coupled with a 0.2 percent decline in average length of stay. Length of stay will be discussed in detail in a later section.

- The average length of stay for visitors in 2014 was 10.14 nights, basically unchanged from the 2013 average of 10.16 nights, and thus one of the highest in at least 15 years. The impact of these seemingly small increases will be discussed in the detailed discussion on stay length. [Note: average stay length jumped 22% from 2012 to 2013, and may reflect a change in survey methodology initiated from travel year 2013.]
- Changes in visitor-nights at the individual state level is consistent with changes in visitor 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 2013.



Visitor Spending (summary)

Canadian visitors spent US\$19.21 billion in the United States in 2014, down 6 percent from 2013.² Thus, Canadian visitor spending decreased at a greater rate of change than visitor volume.

- This decrease 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\$12.64 billion, or 66 percent of total spending in 2014. The *business/convention* sector accounted for 15 percent of the total. The remaining segments of *other* and *visiting friends/relatives* accounted for 12 percent and seven percent, respectively. On a per-person basis, business travelers spent the most, with an average spending of US\$1,375, followed by the leisure segment at US\$1,099. Those visiting friends and relatives spent the least (US\$666).
- 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 (27%) due to the large volume of visitors, long duration of stay, and high average spending per-visitor per-night. **Chart 2** (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.

TRIP CHARACTERISTICS

Province of Residence

Ontario generated the greatest number of travelers to the United States, producing 9.56 million visitors in 2014, or 42 percent of all Canadians visiting the United States. The provinces following Ontario were British Columbia (19%), Quebec (18%), Alberta (11%), and Manitoba (4%). The other seven provinces or combined provinces accounted for the remaining small share of visitors.

- Ontario accounts for 38 percent of the Canadian population, but generated 42 percent of Canadian travelers to the United States. British Columbia also generated a higher share of visitors than of residents (19% 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* (50%) and *visiting friends and relatives* (47%) travelers.
- Ontario is the dominant province of visitor origin for 8 out of 19 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 \$26.28 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$26.28 billion, \$20.71 billion is spending in the United States and the remaining \$5.58 billion is passenger fares spent on United States-owned carriers. The \$26.28B differs from the \$19.21B due to the inclusion of visitors on day trips, BEA technical adjustments to Statistics Canada data, and a major overhaul of BEA travel export definitions.



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 (39%). **Chart 2** (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 17 percent of visitors, 27 percent of spending, and 39 percent of visitor-nights. Conversely, the 11 states that share a land border with Canada accounted for 59 percent of total overnight visitors, but 19 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 13 years, while share of total visitor-nights ranged from 19 percent to 23 percent in the same time period. Compared to the 2011 annual report findings, Florida is now the number one destination measured by number of overnight visitors. The state has always had a dominant position for both visitor nights and spending.
- State destination differs greatly depending on trip purpose. For example, the land border states accounted for 59 percent of all visitors, 29 percent of *business/convention* visitors, 63 percent of *pleasure/recreation/holiday* visitors, 60 percent of *visiting friends/relatives* visitors, and 64 percent of visitors traveling for *other* purposes (due to multiple state visits). Those traveling for *leisure-related* purposes accounted for 59 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 Nevada (77%), South Carolina (76%), and Florida (76%). [Note: AK, WY, WV, HI, and MS had higher proportions, but small sample sizes preclude showing actual values.] Conversely, states with the lowest proportion of this segment were TX (30%), and IL (41%). [Note: IA and KS had smaller proportions, but small sample sizes preclude showing actual values].
- **Appendix D: Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2013 levels. NTTO provides visitation and traveler characteristics data for 19 states for which the sample size from the *Canadian Travel Survey* is 400 or more. This policy was also used for reporting 2014 overseas visitor volume and characteristics based on NTTO's *Survey of International Air Travelers*.

Chart 2: Top States Visited
(2014—all travel segments—1+ nights)

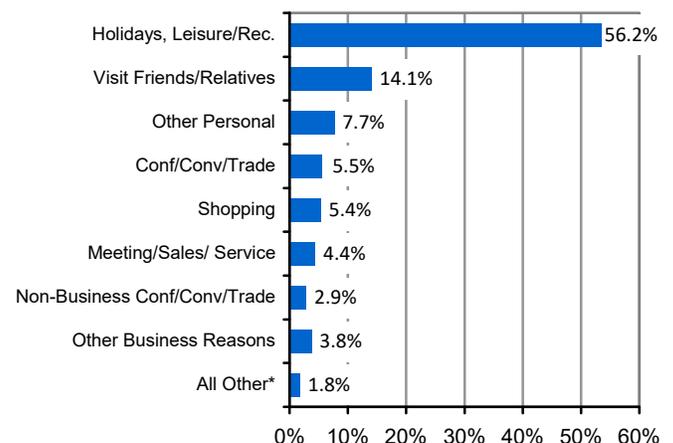
U.S. Destinations	(sort) Visitors (000s)	Visitor-Nights (000s)	Spending (\$000s)
TOTAL U.S. (net)	23,009	233,341	\$19,212,469
11 Border states (gross)	13,500	45,223	\$4,817,887
1 Florida	4,016	91,012	\$5,095,067
2 New York	3,980	13,123	\$1,592,492
3 Washington	3,207	11,097	\$1,019,327
4 California	1,666	17,951	\$1,729,836
5 Nevada	1,556	7,685	\$1,351,295
6 Michigan	1,542	5,273	\$445,821
7 Maine	995	3,847	\$393,565
8 Arizona	909	16,226	\$1,008,444
9 Pennsylvania	900	3,222	\$241,885
10 Massachusetts	730	3,571	\$367,668

Note: Hawaii had insufficient sample size to report, but otherwise would be ranked 10th by volume and 4th by both visitor-nights and by spending.

Purpose of Trip

Holiday/Vacation was the dominant reason for Canadian travel to the United States, accounting for 12.94 million visitors, or 56 percent of the Canadian market. Visits to friends or relatives was cited as a distant second-most important trip purpose (15%). All other trip purposes represented a much smaller proportion of total Canadian travelers, including several new trip purposes added to the 2013 survey questionnaire. **Chart 3** (below) illustrates trip purposes and the proportional breakdown for all Canadian travelers.

Chart 3: Main Purpose of Trip
(2014—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 (net) (59% of total)

Holidays/leisure/recreation (95%)
Attend non-business conf/conv. trade show (5%)

Visiting Friends and Relatives (net) (14% of total)

Visiting friends or relatives (100%)

Business/Convention (net) (12% of total)

Convention/conference, trade shows,
seminars (45%)
Meeting/Sales/Service Call (36%)
Commuting to Work (2%)
Diplomatic/Military Order (0%)
Seasonal Worker (0%)
Other Business Reasons (16%) (not a net)

Other (net)(15% of total)

Shopping (37%)
Medical/Health Reasons (6%)
Go to School or Study (3%)
Religious Reasons (1%)
Other Personal Reasons (52%) (not a net)

- The main trip purpose survey question was overhauled in 2013 resulting in a reduction in trending analyses. *Holiday/Vacation* has inched up from 40 percent to 56 percent over the past dozen years.
- Shopping as a main trip purpose has grown over the past dozen years—but only from 1.1 percent to 5.4 percent.
- Chart 4 (this page) shows trip purpose differed greatly depending on destination. Those traveling for *leisure-related* purposes accounted for 59 percent of all travelers and 63 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 NV (77%), SC (76%), and FL (76%).

Chart 4: Trip Purpose Differences Across Destinations

(2014—1+ nights—Leisure; business/ travel segments, respectively—among visits)

	% Leisure of Destination Total	% Business of Destination Total
TOTAL U.S. Visits	59%	12%
1 Nevada	77%	1 Illinois 33%
2 South Carolina	76%	2 Texas 32%
3 Florida	76%	3 California 17%
4 Arizona	72%	4 Ohio 13%
5 Montana	71%	5 Nevada 13%
6 Maine	70%	6 Massachusetts 12%
7 North Carolina	70%	7 Pennsylvania 12%
8 Virginia	69%	8 Minnesota 11%
9 Vermont	65%	9 Virginia 10%
10 New York	61%	10 Michigan 10%

Note: Rankings are among 19 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

Activity participation is a trip characteristic greatly changed in the International Traveler Survey question. Results are greatly changed as well, including numerous apparent anomalies in the 2014 results. More current levels of activity participation will be reported in future annual summaries when trending is available. Below are results for 2013.



Chart 5: Activities by Trip Purpose
(2013—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.

- The activity list was overhauled in the 2013 survey questionnaire change. Numerous activities were added and some were dropped; the net result is an increase from 19 to 28 activities. Trends of note are reported for those questions in blue text in the table for which a trend is available.

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 2013. *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 2013. *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.

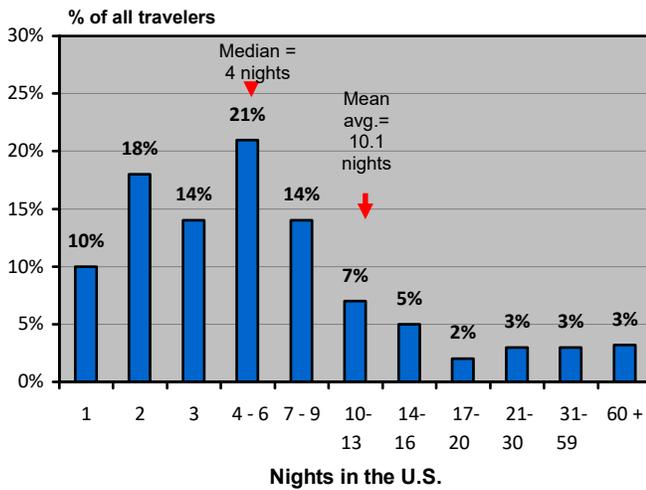
Appendix D:—Data Table G shows a state-by-state comparison of the activity participation rates for each of the 28 activities and the eight regions and 19 states for which the sample size was 400 or more. Although proportions like those reported in **Chart 6** (this page) are not shown in the data tables, 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-three percent of Canadian visitors were on day trips to the United States in 2014. However, this report only focuses on trips to the United States of one or more nights. Canadian overnight visitors stayed an average 10.14 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 (37%), while many others stay either two nights (18%) or four-to-six nights (21%). Only a small percentage (7%) of Canadians stay for durations near the trip length average of 10.14 nights. **Chart 6** (next page) shows the length of stay distribution and key summary statistics.



Chart 6: Length of Stay Distribution
(2014—all travel segments—1+ nights)



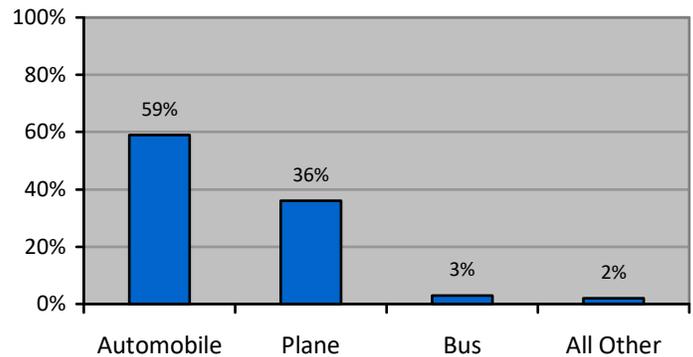
- The stay-length statistics are reported to two decimal places because very small changes in stay length produce large changes in visitor nights at a national level. For example, using 2014 visitor volume, every change of one-tenth of one night in average length of stay produces a change of 2.3 million visitor nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 6.06 nights for *business/convention* visitors, to a high of 11.58 nights for *pleasure/recreation/holiday* visitors. Canadians visiting for other purposes stayed 10.30 nights, while those visiting friends or relatives stayed an average of 7.44 nights.
- Average length of stay differed considerably depending on state destination. Thus, the 10.14 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 three states have an average length of stay exceeding the national average of 10.14—the popular *snowbird* states of Florida (22.7 nights), Arizona (17.8 nights), Hawaii (15.4 nights), Texas (11.8 nights), and California (10.8 nights). These five states have such a strong influence that removing them produces a visitor-weighted average of only 3.89 nights—an average much closer to the four-night median across all states. **Appendix D:—Data Table A** provides a state-by-state comparison of average length of stay for 19 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 13.6 million visitors, or 59 percent of the entire Canadian market. Other modes of transportation for entry into the country were *airplane* (36%), *bus* (3%), *boat* (1%) and all *other* modes (1%, mostly *pedestrian*).

- Automobile transportation has accounted for most 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 (76%), 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 Canadian customs.

Chart 7: Mode of Transportation
(mode of U.S. border entry)
(2014—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 Canadian customs. Thus, for many popular destinations with high air transportation proportions, the air portion is currently understated.

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.



Accommodations

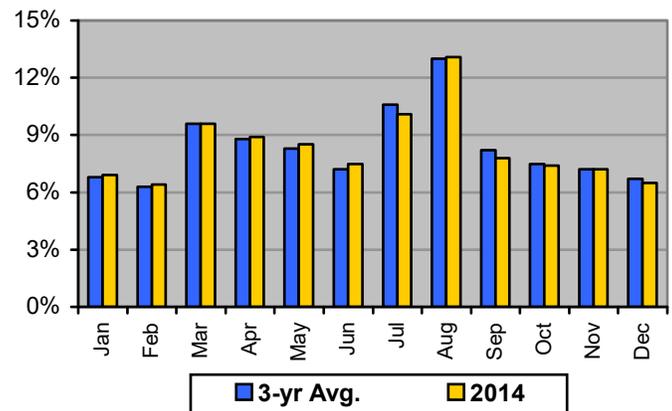
Canadians most often stayed in *hotels or motels* (53%) during their U.S. visit. This incidence includes those mixing and matching hotels/motels with other lodging types. Other accommodations types were *camping or trailer park* (11%), *homes of friends or relatives* (10%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (22%). *Note: Eight 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 (80%) compared to 59 percent of other trip purpose travelers and 53 percent of leisure travelers. Even visitors whose trip purpose was visiting friends or relatives often included one or more nights in a hotel/motel (33%).
- For most states, the greatest number of visitors stayed in hotel and/or motel accommodations. Compared to the national average of 53 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors varied from a low of 23 percent for Arizona to a high of 79 percent for Nevada.

Season/Month of Travel

The third quarter (July-September) accounted for 7.2 million visitors, or 31 percent of all Canadian travelers. Visitation in other quarters of the year were 2nd quarter (25%), 1st quarter (23%), and 4th quarter (21%). **Chart 8** (this page) shows the greatest number of visitors arrived in August (13.1%) and July (10.1%). All other months produced between six and nine percent of visitors. For perspective, the graph also shows the three-year averages for month of travel. 2014 monthly shares were normal compared to the three-year average.

Chart 8: Month of Travel
(2014—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/Passover 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 higher proportions in the 4th and 2nd quarters compared to other segments, while the VFR segment had higher proportion in the 1st quarter.
- Season of visit differed greatly among the state destinations. In general, the border states had higher proportions in the 3rd quarter, while snowbird destination states had higher proportions in the 1st quarter. **Chart 10** (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 9: Quarter of Travel by Main Purpose of Trip
(2014—various travel segments—1+ nights)
row %s sorted in descending order by Q3

	Q1	Q2	Q3	Q4
Total U.S. (net)	23%	25%	31%	21%
Pleasure/Rec./Holiday	23%	24%	34%	19%
Other	19%	25%	30%	25%
Visit Friends/Relatives	26%	24%	28%	22%
Business/Convention	23%	27%	22%	28%



Chart 10: Quarter of Travel by Destination
(2014—all travel segments—1+ nights)
sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	23%	25%	31%	21%
11 Border States	17%	23%	41%	19%
Maine	8%	20%	58%	14%
Montana	15%	21%	48%	16%
Minnesota	16%	21%	43%	19%
Massachusetts	11%	25%	42%	22%
Vermont	20%	23%	41%	17%
New York	19%	21%	39%	21%
North Dakota	18%	25%	37%	20%
Michigan	16%	24%	37%	23%
Illinois	17%	28%	36%	19%
Washington	19%	25%	35%	20%
Pennsylvania	19%	30%	31%	20%
Ohio	25%	26%	28%	21%
Virginia	27%	32%	27%	14%
Nevada	27%	25%	24%	24%
North Carolina	23%	37%	23%	17%
South Carolina	27%	33%	21%	19%
Texas	31%	25%	20%	24%
California	29%	31%	17%	24%
Florida	41%	29%	13%	18%
Arizona	43%	30%	9%	18%

Note: The state list reflects the 19 states with respondent sample size of 400 or more.

Visitor Spending (detailed)

Canadian visitors spent a total of US\$19.21 billion¹ dollars in the United States, a 5.2 percent decrease from 2013. *Accommodations* accounted for the largest share of this amount (35%), followed by *food and beverage* (22%). Lower shares of total spending were posted for *clothes and gifts*, (15%), *transportation while in the United States* (13%), *recreation and entertainment* (11%), and *other (shopping, souvenirs)*. Note: Some respondents don't provide spending details. Each spending category's share of total is based on the spending reported with detail (89% 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 to a low of 33 percent in 2011. The spending categories were overhauled in the

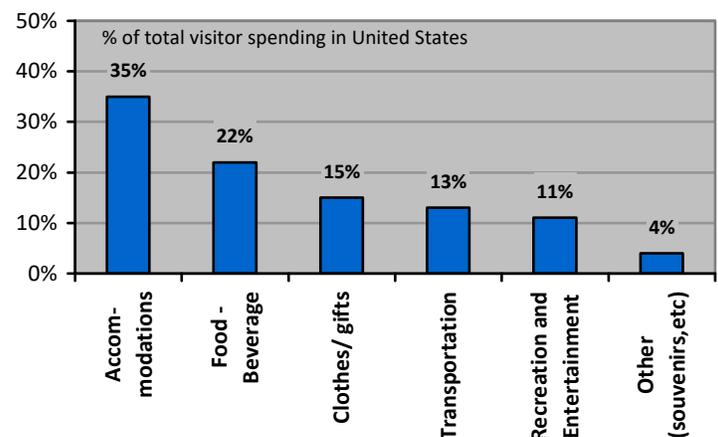
¹ This spending estimate compares to the official country estimate of \$26.28 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$26.28 billion, \$20.71 billion is spending in the United States and the remaining \$5.58 billion is passenger fares spent on United States-owned carriers. The \$26.28B differs from the \$19.21B due to the inclusion of visitors on day trips, BEA technical adjustments to Statistics Canada data, and a major overhaul of BEA travel export definitions.

2013 survey questionnaire change, but this mostly includes the breakout of *clothes and gifts* from the former *other (shopping, souvenirs)* category. Combined, the two shopping related categories account for about 19% of spending, the same as before the questionnaire change.

- Trip spending behavior differs greatly depending on main trip purpose. *Business/convention* travelers used a much higher proportion of their total spending on accommodations (47%) and a smaller proportion on recreation and entertainment (6%). Travelers who spent the highest proportion on combined shopping categories were those traveling for *other* miscellaneous reasons (34%), which includes the shopping trip purpose.
- Details of visitor spending are not available at the individual destination level.

Spending on a travel party basis was \$1,670 in 2014, a seven percent decrease from the 2013 level of \$1,813. Spending per person decreased 4 percent to \$835. Length of stay decreased very slight in 2014 (from 10.16 nights to 10.14 nights). These three factors combined—travel party spending, party size, and length of stay—produce a spending per-visitor per-day average. This measure decreased from \$86 to \$81 (-6.1%) because a small decrease in per-visitor spending (-3.6%) was mostly unaffected by a very small change in stay length.

Chart 11: How a Travel Dollar is Spent
(2014—all travel segments—1+ nights)



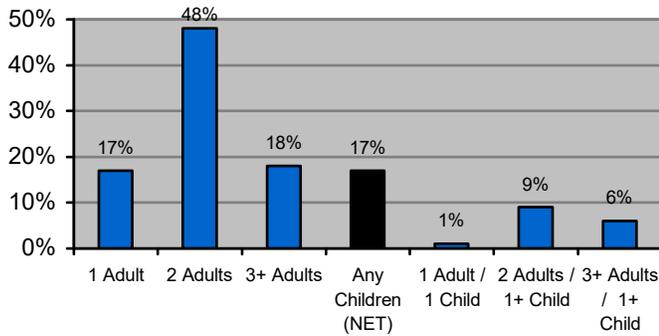


TRAVELER DEMOGRAPHICS

Composition and Size of Travel Party

Canadian travel to the United States is dominated by two-adult travel parties (48%). Many fewer parties contained three or more adults (18%) or one adult traveling alone (17%). Seventeen percent of all travel parties included one or more children under age 20. The average party size was 2.00 persons in 2014. *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 96% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 12: Composition of Travel Party
(2014—all travel segments—1+ nights)

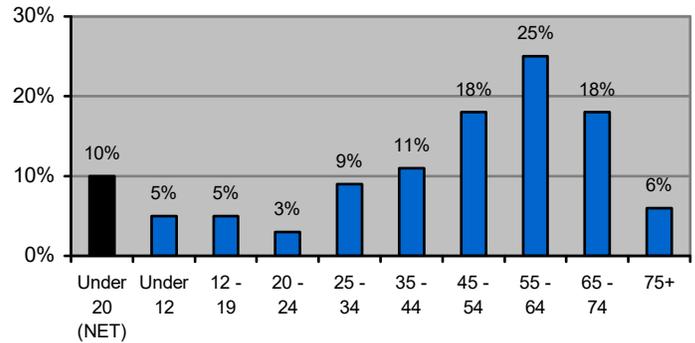


- Travel party composition has been stable over the past decade. No substantial trends emerge for any composition category. This includes average party size, which has ranged from a high of 2.15 to the current low of 2.00 over the past fifteen years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. Party size decreased “slightly” in 2014, continuing a decline from 2.11 in 2011. Without the “slight” decrease in party size from 2.08 to 2.00, visitor volume in 2014 would have been UP four percent, not DOWN two percent. Visitor volume would have been 920,000 higher. For perspective, only 12 countries in that year had a U.S. visitor volume level of 920,000 or more. Got that? *If the change in visitor volume due to change in party size was a country, it would be the 13th largest origin country.*
- Travel party composition differed greatly depending on main trip purpose. Leisure travelers had a higher incidence of two-adult parties (53%) or containing children (20%). Half of business travelers traveled alone (56%), and very few business travelers were accompanied by children (5%).

Age

The age of Canadian travelers is centered around the 55-64 age group, which accounts for 25 percent of travelers. Although children were members of 17 percent of all travel parties, they accounted for only 11 percent of all travelers. The 45-54 and the 65-74 age groups also generated many Canadian travelers (both 18%). *Note: Age composition distributions are based on only those travel parties for which the survey respondent provided age details (representing 96% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 13: Traveler Age
(2014—all travel segments—1+ nights)



- The proportion of older travelers has steadily increased over the past fifteen years. The proportion of travelers age 55 or older has increased from 32% in 2000 to 49% in 2014, 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 age group compared to other trip purpose segments.
- Traveler age differed greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from a low of five percent to a high of 16 percent.

Gender

Women travelers slightly outnumbered men, 53 percent to 47 percent, respectively. *Note: Gender distributions are based on only those travel parties for which the survey respondent provided gender details (representing 96% 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 2014*. Statistics Canada, December 2014. This write-up applies to 2013 travel year data. The numbers would change very slightly for 2014 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 2014 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 2014, 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, 2014



	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 2014, 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 2014. 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 2014, 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 2014, 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 entering ⁴and 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.

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 2014, 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 2013 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

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.



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 2014. As a result, in the corresponding period the number of imputed records has increased from 39,900 in 2000 to 61,800 in 2014. 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: NTTO'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: NTTO Website

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

<https://travel.trade.gov>

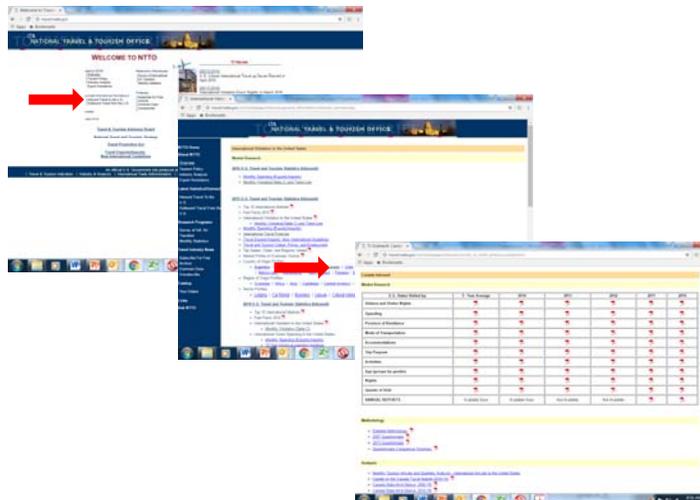


Order, read, download & print the latest statistics on international travel to and from the United States

- All the latest summary tables highlighting specific tourism trends
- Country market and world regional profiles available
- Forecast of international travelers to the United States
- Information on NTTO’s on-going market analysis (research) programs
- Updated monthly statistics on arrivals and departures
- Late-breaking TI News announcements and information releases
- Links and information on the Department of Commerce, Global Markets Travel & Tourism Team in the USA & abroad
- Links to other organizations in the travel industry

Sign up for TINews, NTTO’s FREE news service, for the latest in tourism industry news and program updates

Canada data and trends on Travel.Trade.Gov





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 NTTO website include historical monthly arrivals for the past ten years. Go to: <http://travel.trade.gov/view/m-2016-I-001/index.asp>
- **The Canadian data page** provides reports & other links for assistance on the market.
Go to:
http://travel.trade.gov/outreachpages/inbound.country_in_north_america.canada.html
- **For more information** on the Canadian research program administered by NTTO,
go to:
<http://travel.trade.gov/research/programs/canada/index.asp>
- **For any other specific questions** on the Canadian travel market, please contact the NTTO office at (202) 482-0140.
- **The Global Markets team** 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 Global Markets Products and Services

The United States Global Markets 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. Global Markets 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. Global Markets 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. Global Markets 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 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. Therefore, 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. Global Markets 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. Global Markets 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: 2014 Data tables

BASE: Canadian visitors to the United States (1+ nights)



Appendix D: Data Table A

Visitors, Visitor-Nights, Average Nights

Census Region / State	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change 14/13	Total Canada (000s)	Percent Change 14/13	Average Nights Per Visit	Percent Change 14/13
TOTAL U.S. (NET) (1)	23,009	-1.7%	233,341	-1.9%	10.1	-0.2%
TOTAL U.S. (SUM) (2)	31,686	-0.9%	236,610	-0.4%	7.5	0.5%
NEW ENGLAND	3,060	1%	11,081	7%	3.6	6%
CONNECTICUT (3)						
MAINE	995	-2%	3,847	12%	3.9	14%
MASSACHUSETTS	730	-1%	3,571	11%	4.9	12%
NEW HAMPSHIRE (3)						
RHODE ISLAND (3)						
VERMONT	725	7%	1,816	4%	2.5	-3%
MID ATLANTIC	5,155	-6%	17,400	-1%	3.4	5%
NEW JERSEY (3)						
NEW YORK	3,980	-5%	13,123	-1%	3.3	5%
PENNSYLVANIA	900	-7%	3,222	0%	3.6	8%
SOUTH ATLANTIC	6,778	0%	107,090	-2%	15.8	-3%
DELAWARE (3)						
DISTRICT OF COLUMBIA (3)						
FLORIDA	4,016	-4%	91,012	-1%	22.7	4%
GEORGIA (3)						
MARYLAND (3)						
NORTH CAROLINA (3)						
SOUTH CAROLINA	593	7%	5,162	2%	8.7	-4%
VIRGINIA	605	18%	3,416	-20%	5.6	-32%
WEST VIRGINIA (3)						
EAST NORTH CENTRAL	2,914	0%	10,204	3%	3.5	3%
ILLINOIS	553	10%	2,024	1%	3.7	-8%
INDIANA (3)						
MICHIGAN	1,542	0%	5,273	10%	3.4	10%
OHIO (3)						
WISCONSIN (3)						
WEST NORTH CENTRAL	1,742	-3%	5,099	-7%	2.9	-4%
IOWA (3)						
KANSAS (3)						
MINNESOTA	633	6%	1,883	4%	3.0	-3%
MISSOURI (3)						
NEBRASKA (3)						
NORTH DAKOTA	702	-11%	1,646	-16%	2.3	-6%
SOUTH DAKOTA (3)						
EAST SOUTH CENTRAL	635	2%	2,449	14%	3.9	12%
ALABAMA (3)						
KENTUCKY (3)						
MISSISSIPPI (3)						
TENNESSEE (3)						
WEST SOUTH CENTRAL	775	8%	7,227	7%	9.3	-1%
ARKANSAS (3)						
LOUISIANA (3)						
OKLAHOMA (3)						
TEXAS	503	8%	5,926	6%	11.8	-2%
MOUNTAIN	4,195	-3%	30,436	-4%	7.3	-1%
ARIZONA	909	7%	16,226	-6%	17.8	-12%
COLORADO (3)						
IDAHO (3)						
MONTANA	697	-10%	2,595	-1%	3.7	10%
NEVADA	1,556	-6%	7,685	-3%	4.9	3%
NEW MEXICO (3)						
UTAH (3)						
WYOMING (3)						
PACIFIC	6,430	1%	45,624	5%	7.1	3%
CALIFORNIA	1,666	5%	17,951	7%	10.8	2%
OREGON (3)						
WASHINGTON	3,207	-1%	11,097	4%	3.5	5%
ALASKA (3)						
HAWAII	855	9%	13,187	8%	15.4	0%

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table B

Visitor Spending

Census Region / State	VISITORS		VISITOR SPENDING (1+ NIGHTS)				
	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change 14/13	Spending Per Visitor 1+ Nights (\$US)	Percent Change 14/13	Average Daily Per Person 1+ Nights (\$US)	Percent Change 14/13
TOTAL U.S. (NET) (1)	23,009	19,212,469	-5.2%	\$ 835	-3.6%	\$ 82	-3.4%
TOTAL U.S. (SUM) (2)	31,686	19,377,250	-6.8%	\$ 612	-5.9%	\$ 82	-6.4%
NEW ENGLAND	3,060	1,095,665	-4%	\$ 358	-5%	\$ 99	-11%
CONNECTICUT (3)							
MAINE	995	393,565	5%	\$ 396	7%	\$ 102	-6%
MASSACHUSETTS	730	367,668	-3%	\$ 503	-2%	\$ 103	-12%
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	725	154,971	-15%	\$ 214	-21%	\$ 85	-18%
MID ATLANTIC	5,155	1,949,984	-10%	\$ 378	-5%	\$ 112	-9%
NEW JERSEY (3)							
NEW YORK	3,980	1,592,492	-9%	\$ 400	-4%	\$ 121	-9%
PENNSYLVANIA	900	241,885	-15%	\$ 269	-9%	\$ 75	-15%
SOUTH ATLANTIC	6,778	6,217,616	-8%	\$ 917	-8%	\$ 58	-5%
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	4,016	5,095,067	-10%	\$ 1,269	-6%	\$ 56	-9%
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA	593	332,352	-12%	\$ 561	-17%	\$ 64	-14%
VIRGINIA	605	214,381	60%	\$ 355	35%	\$ 63	99%
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,914	969,560	-5%	\$ 333	-5%	\$ 95	-8%
ILLINOIS	553	305,647	8%	\$ 553	-2%	\$ 151	7%
INDIANA (3)							
MICHIGAN	1,542	445,821	-7%	\$ 289	-7%	\$ 85	-16%
OHIO (3)							
WISCONSIN (3)							
WEST NORTH CENTRAL	1,742	578,273	-15%	\$ 332	-12%	\$ 113	-8%
IOWA (3)							
KANSAS (3)							
MINNESOTA	633	218,589	-10%	\$ 345	-15%	\$ 116	-13%
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	702	243,466	-23%	\$ 347	-14%	\$ 148	-8%
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	635	169,725	-5%	\$ 267	-6%	\$ 69	-16%
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	775	657,368	7%	\$ 848	-1%	\$ 91	0%
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	503	454,222	6%	\$ 903	-2%	\$ 77	1%
MOUNTAIN	4,195	2,997,082	-11%	\$ 714	-9%	\$ 98	-8%
ARIZONA	909	1,008,444	-10%	\$ 1,109	-15%	\$ 62	-4%
COLORADO (3)							
IDAHO (3)							
MONTANA	697	259,091	-12%	\$ 372	-2%	\$ 100	-11%
NEVADA	1,556	1,351,295	-13%	\$ 869	-7%	\$ 176	-10%
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	6,430	4,741,978	-3%	\$ 737	-4%	\$ 104	-7%
CALIFORNIA	1,666	1,729,836	-1%	\$ 1,038	-5%	\$ 96	-7%
OREGON (3)							
WASHINGTON	3,207	1,019,327	-5%	\$ 318	-5%	\$ 92	-9%
ALASKA (3)							
HAWAII	855	1,573,197	0%	\$ 1,839	-8%	\$ 119	-8%

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table C

Province of Residence

Census Region / State	VISITORS	PROVINCE OF RESIDENCE (1+ NIGHTS)										
	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)	British Columbia (000s)	Yukon + North-west Territory (000s)
TOTAL U.S. (NET) (1)	23,009	126	26	350	421	4,034	9,560	983	459	2,577	4,443	31
TOTAL U.S. (SUM) (2)	31,686	219	63	569	726	5,513	13,312	1,325	659	3,589	5,663	49
NEW ENGLAND	3,060	11	21	241	376	1,649	646	3	2	46	62	3
CONNECTICUT (3)												
MAINE	995	6	13	150	256	434	115	0	0	16	4	1
MASSACHUSETTS	730	2	4	31	51	343	242	3	0	20	35	0
NEW HAMPSHIRE (3)												
RHODE ISLAND (3)												
VERMONT	725	0	0	6	15	560	130	0	2	0	11	0
MID ATLANTIC	5,155	7	3	65	65	1,149	3,601	23	16	114	112	0
NEW JERSEY (3)												
NEW YORK	3,980	5	1	42	47	860	2,833	17	12	79	85	0
PENNSYLVANIA	900	2	2	21	18	150	659	5	1	29	14	0
SOUTH ATLANTIC	6,778	89	3	181	176	1,844	3,803	105	61	297	220	0
DELAWARE (3)												
DISTRICT OF COLUMBIA (3)												
FLORIDA	4,016	61	1	117	93	1,162	2,167	72	35	185	124	0
GEORGIA (3)												
MARYLAND (3)												
NORTH CAROLINA (3)												
SOUTH CAROLINA	593	3	2	9	27	162	359	6	1	15	10	0
VIRGINIA	605	6	1	20	28	197	306	3	20	21	5	0
WEST VIRGINIA (3)												
EAST NORTH CENTRAL	2,914	17	7	14	15	124	2,427	94	25	121	68	2
ILLINOIS	553	7	0	9	2	76	329	29	13	46	39	2
INDIANA (3)												
MICHIGAN	1,542	4	0	2	3	18	1,464	20	4	22	5	0
OHIO (3)												
WISCONSIN (3)												
WEST NORTH CENTRAL	1,742	4	7	4	15	60	451	825	187	140	48	2
IOWA (3)												
KANSAS (3)												
MINNESOTA	633	4	3	4	0	11	278	254	28	44	7	0
MISSOURI (3)												
NEBRASKA (3)												
NORTH DAKOTA	702	0	0	0	0	2	27	493	136	38	6	0
SOUTH DAKOTA (3)												
EAST SOUTH CENTRAL	635	7	0	11	16	17	494	21	20	39	12	0
ALABAMA (3)												
KENTUCKY (3)												
MISSISSIPPI (3)												
TENNESSEE (3)												
WEST SOUTH CENTRAL	775	11	1	6	8	96	334	28	25	169	97	0
ARKANSAS (3)												
LOUISIANA (3)												
OKLAHOMA (3)												
TEXAS	503	5	1	2	5	58	194	20	18	126	74	0
MOUNTAIN	4,195	29	12	19	28	332	797	131	224	1,718	891	15
ARIZONA	909	5	0	2	10	100	211	34	55	302	186	6
COLORADO (3)												
IDAHO (3)												
MONTANA	697	1	1	0	1	1	17	14	42	547	73	2
NEVADA	1,556	15	5	6	12	151	405	35	80	492	351	5
NEW MEXICO (3)												
UTAH (3)												
WYOMING (3)												
PACIFIC	6,430	38	15	36	25	225	703	133	92	981	7,237	44
CALIFORNIA	1,666	19	7	18	12	112	352	67	46	490	3,619	22
OREGON (3)												
WASHINGTON	3,207	0	4	0	3	36	102	21	13	199	2,828	2
ALASKA (3)												
HAWAII	855	18	0	14	1	55	120	39	25	188	392	3

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table D

Mode of Transportation

Census Region / State	VISITORS	MODE OF TRANSPORTATION (4)			
	Total Canada (000s)	Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
TOTAL U.S. (NET) (1)	23,009	13,593	8,245	673	500
TOTAL U.S. (SUM) (2)	31,686	25,377	12,833	1,671	885
NEW ENGLAND	3,060	3,043	447	348	131
CONNECTICUT (3)					
MAINE	995	1,001	55	22	46
MASSACHUSETTS	730	473	218	166	10
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	725	886	72	116	46
MID ATLANTIC	5,155	5,451	1,483	348	87
NEW JERSEY (3)					
NEW YORK	3,980	4,152	1,021	293	68
PENNSYLVANIA	900	1,116	232	31	17
SOUTH ATLANTIC	6,778	4,365	3,879	142	88
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	4,016	1,517	2,699	20	24
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA	593	545	181	14	13
VIRGINIA	605	585	215	27	12
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,914	3,136	794	390	107
ILLINOIS	553	252	527	40	8
INDIANA (3)					
MICHIGAN	1,542	1,877	93	262	64
OHIO (3)					
WISCONSIN (3)					
WEST NORTH CENTRAL	1,742	1,738	259	121	66
IOWA (3)					
KANSAS (3)					
MINNESOTA	633	592	113	73	28
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	702	812	15	23	18
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	635	743	174	52	24
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	775	208	711	3	0
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	503	97	519	1	0
MOUNTAIN	4,195	2,542	2,315	94	51
ARIZONA	909	310	756	4	12
COLORADO (3)					
IDAHO (3)					
MONTANA	697	745	44	17	8
NEVADA	1,556	538	1,120	9	11
NEW MEXICO (3)					
UTAH (3)	300	232	111	6	0
WYOMING (3)					
PACIFIC	6,430	4,152	2,771	174	330
CALIFORNIA	1,666	396	1,462	12	11
OREGON (3)					
WASHINGTON	3,207	3,168	377	126	160
ALASKA (3)					
HAWAII	855	126	741	1	8

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO policy is to suppress state data for which sample size is fewer than 400.

(4) Mode of transportation reflects the mode used to clear Canadian customs upon returning to Canada. Thus "auto" travelers to Hawaii drove across the U.S. border and flew or cruised to Hawaii from a U.S. port.

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



Appendix D: Data Table E

Type of Accommodations

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)	23,009	2,231	884	10,634	2,147	5,172	1,941
TOTAL U.S. (SUM) (2)	31,686	3,061	1,262	15,637	3,442	4,991	3,293
NEW ENGLAND	3,060	293	149	1,655	368	242	354
CONNECTICUT (3)							
MAINE	995	110	48	594	83	64	96
MASSACHUSETTS	730	46	9	407	98	66	104
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	725	76	76	313	108	71	81
MID ATLANTIC	5,155	415	238	2,907	562	479	556
NEW JERSEY (3)							
NEW YORK	3,980	330	205	2,240	410	362	433
PENNSYLVANIA	900	49	24	517	114	95	101
SOUTH ATLANTIC	6,778	779	134	2,545	633	1,680	1,009
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	4,016	597	44	1,121	357	1,369	528
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA	593	34	27	290	32	103	108
VIRGINIA	605	45	28	311	57	61	103
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,914	278	72	1,650	436	199	279
ILLINOIS	553	32	8	350	55	52	56
INDIANA (3)							
MICHIGAN	1,542	185	45	813	241	100	158
OHIO (3)							
WISCONSIN (3)							
WEST NORTH CENTRAL	1,742	142	33	1,107	156	142	162
IOWA (3)							
KANSAS (3)							
MINNESOTA	633	56	10	394	69	49	56
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	702	40	13	521	23	35	70
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	635	28	18	358	107	60	66
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	775	94	11	412	77	115	67
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	503	78	3	243	47	89	43
MOUNTAIN	4,195	331	215	2,247	506	562	335
ARIZONA	909	126	34	208	165	269	107
COLORADO (3)							
IDAHO (3)							
MONTANA	697	57	110	288	131	79	32
NEVADA	1,556	40	16	1,235	56	95	115
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	6,430	1,022	724	3,971	943	2,155	713
CALIFORNIA	1,666	511	362	1,986	471	1,078	357
OREGON (3)							
WASHINGTON	3,207	435	317	1,354	394	455	252
ALASKA (3)							
HAWAII	855	37	5	341	6	417	49

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

- (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, NTTO 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.



Appendix D: Data Table F

Trip Purpose

Census Region / State	VISITORS	PURPOSE OF TRIP (1+ NIGHTS)			
	Total Canada (000s)	Business/ Convention (000s)	Visit Friends or Relatives (000s)	Holiday/ Vacation (4) (000s)	Other (5) (000s)
TOTAL U.S. (NET) (1)	23,009	2,723	3,236	12,941	4,109
TOTAL U.S. (SUM) (2)	31,686	3,192	4,273	19,972	4,249
NEW ENGLAND	3,060	176	433	1,956	495
CONNECTICUT (3)					
MAINE	995	32	107	693	162
MASSACHUSETTS	730	86	112	428	105
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	725	10	99	473	144
MID ATLANTIC	5,155	454	700	3,068	933
NEW JERSEY (3)					
NEW YORK	3,980	291	506	2,420	763
PENNSYLVANIA	900	107	139	499	156
SOUTH ATLANTIC	6,778	546	630	4,947	655
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	4,016	249	319	3,045	403
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA	593	42	45	450	56
VIRGINIA	605	59	61	417	67
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,914	481	689	1,301	442
ILLINOIS	553	182	100	227	44
INDIANA (3)					
MICHIGAN	1,542	155	396	673	318
OHIO (3)					
WISCONSIN (3)					
WEST NORTH CENTRAL	1,742	154	255	882	452
IOWA (3)					
KANSAS (3)					
MINNESOTA	633	70	97	336	131
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	702	20	65	351	266
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	635	79	70	427	59
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	775	246	176	286	67
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	503	161	148	153	42
MOUNTAIN	4,195	414	372	3,035	375
ARIZONA	909	87	91	658	73
COLORADO (3)					
IDAHO (3)					
MONTANA	697	9	74	492	123
NEVADA	1,556	204	81	1,204	66
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	6,430	575	1,286	6,297	1,370
CALIFORNIA	1,666	288	643	3,148	685
OREGON (3)					
WASHINGTON	3,207	173	528	1,900	606
ALASKA (3)					
HAWAII	855	87	32	698	40

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

- (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, NTTO 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.



Appendix D: Data Table G1

Activities

Data Table G1 is not provided for travel year 2014.



Appendix D: Data Table G2
Activities (continued)

Data Table G2 is not provided for travel year 2014.



Appendix D: Data Table G3
Activities (continued)

Data Table G3 is not provided for travel year 2014.



Appendix D: Data Table G4
Activities (continued)

Data Table G4 is not provided for travel year 2014.



Appendix D: Data Table G5
Activities (continued)

Data Table G5 is not provided for travel year 2014.



Appendix D: Data Table H1 Age Groups

Census Region / State	VISITORS	AGE OF PERSONS IN TRAVEL PARTY (1+ NIGHTS)						
	Total Canada (000s)	Under 12 (000s)	12 - 19 (000s)	Under 20 (NET) (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	Age/Sex Not Stated (000s)
TOTAL U.S. (NET) (1)	23,009	1,642	1,483		3,809	9,498	15,725	1,362
TOTAL U.S. (SUM) (2)	31,686	1,606	1,420	3,026	2,842	8,149	16,520	1,149
NEW ENGLAND	3,060	188	172	360	328	891	1,387	94
CONNECTICUT (3)								
MAINE	995	58	42	100	90	241	534	30
MASSACHUSETTS	730	41	53	94	94	236	276	31
NEW HAMPSHIRE (3)								
RHODE ISLAND (3)								
VERMONT	725	51	51	102	69	232	301	21
MID ATLANTIC	5,155	276	303	580	446	1,383	2,573	173
NEW JERSEY (3)								
NEW YORK	3,980	229	234	463	367	1,082	1,945	123
PENNSYLVANIA	900	32	49	81	49	201	526	42
SOUTH ATLANTIC	6,778	384	264	648	446	1,593	3,800	291
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	4,016	273	185	458	262	1,045	2,080	171
GEORGIA (3)								
MARYLAND (3)								
NORTH CAROLINA (3)								
SOUTH CAROLINA	593	27	18	45	36	101	384	27
VIRGINIA	605	31	17	48	34	123	370	30
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	2,914	135	125	260	261	828	1,424	140
ILLINOIS	553	19	21	40	84	215	186	29
INDIANA (3)								
MICHIGAN	1,542	66	76	142	117	403	792	88
OHIO (3)								
WISCONSIN (3)								
WEST NORTH CENTRAL	1,742	138	86	224	145	413	893	67
IOWA (3)								
KANSAS (3)								
MINNESOTA	633	47	38	85	55	161	302	30
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	702	76	35	111	62	178	342	9
SOUTH DAKOTA (3)								
EAST SOUTH CENTRAL	635	15	17	32	23	121	419	41
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	775	18	18	36	101	261	353	25
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	503	17	16	33	57	168	229	17
MOUNTAIN	4,195	144	159	303	483	1,150	2,130	129
ARIZONA	909	19	29	48	86	225	532	18
COLORADO (3)								
IDAHO (3)								
MONTANA	697	52	38	90	62	181	341	23
NEVADA	1,556	26	46	73	271	537	634	41
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	6,430	415	387	802	762	2,005	5,728	232
CALIFORNIA	1,666	207	194	401	381	1,002	2,864	116
OREGON (3)								
WASHINGTON	3,207	128	127	255	236	648	1,996	72
ALASKA (3)								
HAWAII	855	62	49	111	88	227	409	20

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table H2

Male Age Groups

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)	23,009	15,119	---	---	---	---	1,362
TOTAL U.S. (SUM) (2)	31,686	14,562	1,388	1,198	3,895	8,081	1,149
NEW ENGLAND	3,060	1,344	162	136	421	625	94
CONNECTICUT (3)							
MAINE	995	422	45	36	103	238	30
MASSACHUSETTS	730	299	33	38	112	115	31
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	725	329	51	26	114	138	21
MID ATLANTIC	5,155	2,303	292	168	637	1,206	173
NEW JERSEY (3)							
NEW YORK	3,980	1,735	240	131	471	893	123
PENNSYLVANIA	900	443	39	30	114	260	42
SOUTH ATLANTIC	6,778	3,167	280	197	785	1,905	291
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	4,016	1,789	190	99	481	1,018	171
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA	593	308	25	22	60	201	27
VIRGINIA	605	299	18	21	67	194	30
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,914	1,367	127	120	422	699	140
ILLINOIS	553	278	18	42	126	92	29
INDIANA (3)							
MICHIGAN	1,542	677	70	49	191	368	88
OHIO (3)							
WISCONSIN (3)							
WEST NORTH CENTRAL	1,742	801	97	53	205	445	67
IOWA (3)							
KANSAS (3)							
MINNESOTA	633	296	41	20	86	150	30
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	702	306	48	21	72	166	9
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	635	304	10	12	70	212	41
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	775	379	18	47	137	177	25
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	503	241	16	27	84	115	17
MOUNTAIN	4,195	2,011	147	216	528	1,121	129
ARIZONA	909	468	22	51	114	281	18
COLORADO (3)							
IDAHO (3)							
MONTANA	697	333	54	31	74	174	23
NEVADA	1,556	727	31	112	253	331	41
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	6,430	4,221	373	286	858	2,705	232
CALIFORNIA	1,666	2,111	186	143	429	1,353	116
OREGON (3)							
WASHINGTON	3,207	1,407	123	86	270	929	72
ALASKA (3)							
HAWAII	855	377	45	33	98	201	20

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table H3 Female Age Groups

Census Region / State	VISITORS	AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS)					
	Total Canada (000s)	Total Females (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	Age/Sex Not Stated (000s)
TOTAL U.S. (NET) (1)	23,009	17,037	---	---	---	---	1,362
TOTAL U.S. (SUM) (2)	31,686	15,975	1,638	1,645	4,254	8,438	1,149
NEW ENGLAND	3,060	1,623	199	192	470	763	94
CONNECTICUT (3)							
MAINE	995	543	55	54	138	296	30
MASSACHUSETTS	730	400	60	56	124	161	31
NEW HAMPSHIRE (3)							
RHODE ISLAND (3)							
VERMONT	725	375	51	44	118	163	21
MID ATLANTIC	5,155	2,679	288	278	747	1,367	173
NEW JERSEY (3)							
NEW YORK	3,980	2,123	224	236	611	1,052	123
PENNSYLVANIA	900	415	42	19	88	267	42
SOUTH ATLANTIC	6,778	3,320	368	249	809	1,895	291
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	4,016	2,056	268	162	563	1,063	171
GEORGIA (3)							
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA	593	258	19	14	41	183	27
VIRGINIA	605	275	30	13	56	177	30
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,914	1,406	133	142	407	725	140
ILLINOIS	553	246	22	42	89	94	29
INDIANA (3)							
MICHIGAN	1,542	777	73	69	211	425	88
OHIO (3)							
WISCONSIN (3)							
WEST NORTH CENTRAL	1,742	874	126	92	208	448	67
IOWA (3)							
KANSAS (3)							
MINNESOTA	633	307	45	35	75	152	30
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	702	387	63	41	106	177	9
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	635	291	21	11	51	207	41
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	775	371	18	54	123	176	25
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	503	245	17	31	84	114	17
MOUNTAIN	4,195	2,055	156	267	623	1,009	129
ARIZONA	909	423	26	35	111	251	18
COLORADO (3)							
IDAHO (3)							
MONTANA	697	341	35	31	107	168	23
NEVADA	1,556	788	41	159	284	304	41
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)	73	37	5	4	11	17	2
PACIFIC	6,430	5,074	429	475	1,147	3,023	232
CALIFORNIA	1,666	2,537	215	238	574	1,511	116
OREGON (3)							
WASHINGTON	3,207	1,728	133	150	378	1,068	72
ALASKA (3)							
HAWAII	855	459	66	56	129	208	20

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTD 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.



Appendix D: Data Table I

Nights Spent in State

Census Region / State	VISITORS	DAY-TRIPS	NIGHTS SPENT IN U.S. DESTINATION (1+ NIGHTS)					
	Total Canada Day & Overnight (000s)	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)	53,220	30,211	23,009	2,203	12,277	4,967	3,563	10.1
TOTAL U.S. (SUM) (2)	40,764	9,078	31,686	6,892	16,420	4,977	3,397	
NEW ENGLAND	3,968	908	3,060	686	2,077	241	56	3.6
CONNECTICUT (3)								
MAINE	1,124	129	995	210	661	100	24	3.9
MASSACHUSETTS	867	137	730	77	555	78	21	4.9
NEW HAMPSHIRE (3)								
RHODE ISLAND (3)								
VERMONT	1,120	394	725	238	456	28	3	2.5
MID ATLANTIC	7,369	2,214	5,155	1,615	3,068	315	157	3.4
NEW JERSEY (3)								
NEW YORK	5,534	1,554	3,980	1,188	2,474	222	97	3.3
PENNSYLVANIA	1,396	496	900	370	410	69	51	3.6
SOUTH ATLANTIC	8,473	1,695	6,778	1,202	1,977	1,792	1,807	15.8
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	4,260	245	4,016	170	890	1,437	1,519	22.7
GEORGIA (3)								
MARYLAND (3)								
NORTH CAROLINA (3)								
SOUTH CAROLINA	754	161	593	158	192	155	87	8.7
VIRGINIA	839	234	605	261	232	52	60	5.6
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	4,427	1,514	2,914	964	1,670	215	65	3.5
ILLINOIS	828	275	553	130	352	58	13	3.7
INDIANA (3)								
MICHIGAN	2,296	754	1,542	539	877	103	23	3.4
OHIO (3)								
WISCONSIN (3)								
WEST NORTH CENTRAL	2,183	441	1,742	485	1,132	84	41	2.9
IOWA (3)								
KANSAS (3)								
MINNESOTA	806	173	633	150	439	30	14	3.0
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	868	166	702	208	476	12	6	2.3
SOUTH DAKOTA (3)								
EAST SOUTH CENTRAL	994	359	635	262	287	62	24	3.9
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	922	146	775	110	388	150	127	9.3
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	617	114	503	53	228	104	119	11.8
MOUNTAIN	5,001	806	4,195	588	2,498	777	333	7.3
ARIZONA	1,082	173	909	52	280	310	267	17.8
COLORADO (3)								
IDAHO (3)								
MONTANA	814	117	697	159	449	78	12	3.7
NEVADA	1,677	121	1,556	61	1,211	252	32	4.9
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	7,427	997	6,430	1,738	5,179	1,601	1,009	7.1
CALIFORNIA	1,881	215	1,666	869	2,590	800	505	10.8
OREGON (3)								
WASHINGTON	3,831	624	3,207	734	2,191	190	92	3.5
ALASKA (3)								
HAWAII	876	20	855	5	60	417	373	15.4

Source: Statistics Canada, *International Travel Survey* (2014 data purchase).

(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, NTTO 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.



Appendix D: Data Table J

Quarter of Year of Visit

Census Region / State	VISITORS	QUARTER OF VISIT (1+ NIGHTS)			
	Total Canada (000s)	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)	23,009	5,259	5,721	7,164	4,866
TOTAL U.S. (SUM) (2)	31,686	7,581	8,394	9,482	6,228
NEW ENGLAND	3,060	358	668	1,512	523
CONNECTICUT (3)					
MAINE	995	79	203	576	137
MASSACHUSETTS	730	79	182	308	161
NEW HAMPSHIRE (3)					
RHODE ISLAND (3)					
VERMONT	725	142	166	294	123
MID ATLANTIC	5,155	941	1,194	1,940	1,080
NEW JERSEY (3)					
NEW YORK	3,980	742	848	1,552	838
PENNSYLVANIA	900	167	270	280	183
SOUTH ATLANTIC	6,778	2,336	2,110	1,115	1,217
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	4,016	1,638	1,149	518	710
GEORGIA (3)					
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA	593	161	198	124	110
VIRGINIA	605	162	195	165	84
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,914	507	742	1,047	618
ILLINOIS	553	92	156	198	107
INDIANA (3)					
MICHIGAN	1,542	253	372	569	348
OHIO (3)					
WISCONSIN (3)					
WEST NORTH CENTRAL	1,742	282	439	683	339
IOWA (3)					
KANSAS (3)					
MINNESOTA	633	101	136	275	121
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	702	124	176	259	143
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	635	245	198	74	118
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	775	227	210	135	204
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	503	156	125	102	120
MOUNTAIN	4,195	1,127	1,105	1,148	816
ARIZONA	909	392	272	78	168
COLORADO (3)					
IDAHO (3)					
MONTANA	697	105	147	336	110
NEVADA	1,556	420	391	378	366
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	6,430	1,558	1,729	1,829	1,315
CALIFORNIA	1,666	476	511	279	400
OREGON (3)					
WASHINGTON	3,207	620	809	1,131	648
ALASKA (3)					
HAWAII	855	369	191	113	182

Source: Statistics Canada, International Travel Survey (2014 data purchase).

- (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, NTTO 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.



International Travel Survey of Canadian Residents

Français au verso.

Welcome back to Canada!

Confidential when completed.

Statistics Canada is conducting a travel survey between Canada and foreign countries and we would be interested in knowing about the trip you have just taken. Information from this voluntary survey will be used by members of the Canadian tourism industry and government tourism organizations to better understand and serve you, the travelling public.

We would appreciate it if you could spare 10 to 15 minutes of your time to complete this questionnaire. Upon completion, please return the questionnaire to us by using the postage paid envelope.

This survey is conducted under the authority of the *Statistics Act* (R.S.C. 1985, c. S-19) and individual information from your questionnaire will be kept strictly confidential.

Canadian residents returning from a same-day automobile trip to the United States are only required to complete questions 1 through 7.

BASIC TRAVEL INFORMATION

1. In which city/town and province/territory do you live?

City / Town

Province / Territory:

Nova Scotia Ontario Alberta Northwest Territories

Newfoundland and Labrador New Brunswick Manitoba British Columbia Nunavut

Prince Edward Island Quebec Saskatchewan Yukon

2. Where and when did you leave Canada?

Name of Canadian border crossing or Canadian airport

Date

DD MM YYYY

3. Where and when did you return to Canada?

Name of Canadian border crossing or Canadian airport

Date

DD MM YYYY

All the following questions refer to your travelling party. Your travelling party is either yourself (if travelling alone) OR yourself, your friends and family members travelling with you for whom you are able to report spending.

4. How many people including yourself were in your travelling party?

5. For each member of your travelling party, including yourself, indicate age and sex.

	Age	Male	Female		Age	Male	Female		Age	Male	Female
Person 1		<input type="radio"/>	<input type="radio"/>	Person 5		<input type="radio"/>	<input type="radio"/>	Person 9		<input type="radio"/>	<input type="radio"/>
Person 2		<input type="radio"/>	<input type="radio"/>	Person 6		<input type="radio"/>	<input type="radio"/>	Person 10		<input type="radio"/>	<input type="radio"/>
Person 3		<input type="radio"/>	<input type="radio"/>	Person 7		<input type="radio"/>	<input type="radio"/>	Person 11		<input type="radio"/>	<input type="radio"/>
Person 4		<input type="radio"/>	<input type="radio"/>	Person 8		<input type="radio"/>	<input type="radio"/>	Person 12		<input type="radio"/>	<input type="radio"/>

6. What was your travelling party's main reason for taking this trip? Check only one.

<p>For personal reasons</p> <p><input type="radio"/> Holidays, leisure or recreation</p> <p><input type="radio"/> To visit friends or relatives</p> <p><input type="radio"/> To shop</p> <p><input type="radio"/> Non-business conference, convention or trade show (for a club, association or hobby)</p> <p><input type="radio"/> To go to school or to study</p> <p><input type="radio"/> For medical or health reasons</p> <p><input type="radio"/> For religious reasons</p> <p><input type="radio"/> Other personal reasons - specify:</p>	<p>For business or work related reasons</p> <p><input type="radio"/> Commuting to work</p> <p><input type="radio"/> For a meeting, sales or service call</p> <p><input type="radio"/> To go to a conference, convention or trade show</p> <p><input type="radio"/> On diplomatic or military orders</p> <p><input type="radio"/> As a seasonal worker</p> <p><input type="radio"/> Other business reason - specify:</p>
---	--

SAME-DAY TRIP TO THE UNITED STATES BY AUTOMOBILE

7. Please fill out this section if your travelling party took a same-day trip to the United States by automobile (no overnight stay).

a) Total spending (in Canadian dollars) for same-day U.S. automobile trip (include purchases, entertainment, gasoline, food and beverages) \$00

b) Main U.S. State visited

This is the end of the questionnaire for those who took a same-day trip to the U.S. by automobile. Please use attached postage paid envelope to mail back your questionnaire. Thank you for your co-operation.

8-2241-336 2011-11-25





TRANSPORT TO LEAVE CANADA

8. For this trip, what means of transport did your travelling party use to leave Canada? Check only one.

Commercial plane Rented automobile Bus Cruise ship Ferry
 Private plane Private automobile Train Private boat Other

9. If you took commercial transport (plane, bus, train, boat) to leave Canada, please report:

a) the name of the transport company

b) the flight number (for plane travel only)

10. When you left Canada, what country did your travelling party visit first (exclude stopovers at airports)?

Country

If United States, in which state

11. When leaving Canada, did you travel to the U.S. by car or bus and then take a flight to your destination (in the U.S. or overseas)? Check only one.

Yes No

Why did you fly from the U.S. instead of Canada?

Flight was less expensive than in Canada
 Flight was more convenient
 Other

TRANSPORT TO RETURN TO CANADA

12. For this trip, what means of transport did you use to return to Canada? Check only one.

Commercial plane Rented automobile Bus Cruise ship Ferry
 Private plane Private automobile Train Private boat Other

13. If you took commercial transport (plane, bus, train, boat) to return to Canada, please report:

a) the name of the transport company

b) the flight number (for plane travel only)

14. When you returned to Canada, what country did your travelling party depart from (exclude stopovers at airports)?

Country

If United States, from which state

15. When returning to Canada, did you travel...

from the U.S.A. only directly from another country from another country via the U.S.A.

PACKAGE OR INCLUSIVE TRIPS

16. Please answer the following questions if any part of your trip included a package where the price you paid included any combination of transportation, accommodation and food.

a) Please indicate type of package or inclusive trip that you took.

Cruise - Name of cruise line:
 Escorted tour
 All inclusive holiday package
 Adventure holiday
 Resort package

b) Which of the following items were included in the single price you paid?

Commercial transport to and from Canada (by plane, bus, train, boat)
 Commercial transport within foreign country(ies) visited
 Accommodation
 Recreation and entertainment
 Food and / or beverages
 Other - specify:

c) How many nights were covered by the package portion of your trip?

d) How much did the package cost? (Total for your travelling party - in Canadian dollars) \$00



TRANSPORT FARES TO LEAVE AND RETURN TO CANADA

17. If commercial transport (plane, bus, train, boat) was used to leave and return to Canada, please report total fares for your travelling party (in Canadian dollars).

Exclude fares that were covered by the cost of the package trip as specified in question 16.

	Total fares for travelling party (CAD\$)
a) Round trip fare	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
b) One way tickets:	
Fare to leave Canada	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Fare to return to Canada	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
c) What type of fare was used? Check <i>all that apply</i> .	
<input type="radio"/> First class <input type="radio"/> Business class <input type="radio"/> Economy class <input type="radio"/> Charter	

TRANSPORT AND FARES WHILE OUTSIDE CANADA

18. Was this trip to the United States only?

Yes ▶ Please go to question 20

No

19. While outside Canada, did your travelling party use commercial transport (plane, bus, train, boat) to travel between foreign countries (other than Canada)?

Yes No ▶ Please go to question 20

Please list the commercial carriers used, and the fares paid by your travelling party (in Canadian dollars) to travel between foreign countries.

Exclude fares that were covered by the cost of the package trip as specified in question 16 or fares already reported in question 17.

Carrier names	Transport type				Total fares for travelling party (CAD\$)
	Plane	Bus	Train	Boat	
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
<input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00

SPENDING WHILE OUTSIDE CANADA

For this next series of questions, we would like you to recall the **Total spending while outside Canada** for all persons in your travelling party.

Exclude:

a) Package costs reported in question 16

b) Commercial transport costs to leave or return to Canada reported in question 17

c) Commercial transport between foreign countries reported in question 19

20. Number of persons included in spending

21. Please distribute **Total spending while outside Canada (in CAD\$)** in each of the following categories. Use estimates if necessary.

	Total spending for travelling party (CAD\$)
Transport within country(ies) visited (include gasoline, rented car, intercity plane, bus, train, boat, local bus and taxi)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Accommodation	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Food and beverages (including restaurants)	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Recreation and entertainment	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Clothes and gifts	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Other - specify: <input type="text"/>	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00
Total spending while outside Canada	\$ <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> .00



Appendix F: IMPLICATIONS OF THE 2013 SURVEY QUESTIONNAIRE CHANGE

but it contributed greatly to that categories share of total *visitor-nights* increasing from 30% in 2012 to 35% in 2014.

Appendix A of this report provides Statistics Canada's description of the background and mythology of the *International Travel Survey (ITS)*, the program that generates the data in this report. That overview fully describes the changes that occurred in both the questionnaire and the survey methodology.

The survey questionnaire and methodology were overhauled for travel year 2013. Statistics Canada strongly advises against comparing 2013 results with those of previous years. And here's why. Below are some select comparisons between 2012 and 2013 data.

What does it mean?

For the most part, the traveler profiles based on 2013 and 2014 using the new questionnaire produce non-meaningful differences compared to prior years. That is, most traveler or travel party characteristics were the same, continued an upward or downward trend, or reflected change that is quite likely real and not due to survey changes.

However, a few traveler characteristics had major shifts going from 2012 to 2013.

Activities:

Many activities add, some removed

Activity participation rates greatly reduced/ NO Activity reported increased from 6% in 2012 to 16% in 2013 to 47% in 2014.

Activity participation rates were stable up through 2012, and became unstable for 2013 and for 2014.

Spending categories rearranged. Clothes and Gifts plus Other (souvenirs, shopping, etc. is a few percentage points higher than the old "other" (shopping, souvenirs, etc).

Accommodation types rearranged so "hotel only" greatly reduced from 44% to 17%, while "hotel & motel" jumped from 4% to 29%.

Average stay length ranged between seven and eight nights from 2000 through 2011, but jumped to 10.7 nights in 2012, stayed basically stable in 2013, then jumped up again to 12.8 nights in 2014. The table showing the distribution of trip length shows a subtle, but broad shifting from shorter stay categories to longer stay categories, including the increase in incidence of 60+ night stays from 2.3 percent in 2012 to 3.2 percent in 2013. That may not feel like much,