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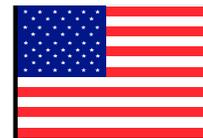
# Canadian Travel to the United States 2010



November 2011



U.S. DEPARTMENT OF COMMERCE  
International Trade Administration  
**Manufacturing and Services**  
Office of Travel and Tourism Industries





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# INTRODUCTION

This edition of *Canadian Travel to the United States—2010* is the 31<sup>st</sup> publication in a series of annual reports, which began in 1980. The Office of Travel and Tourism Industries wishes to thank the International Travel Section of Statistics Canada for providing the data used in this report.

This report provides a comprehensive analysis of Canadian travelers staying one or more nights in the United States in 2010. This travel segment accounted for 44 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 2010 survey sample is drawn from 18,252 voluntary responses (trip records) to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey, which resulted in 25,200 unduplicated state person-visits.

The 2010 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 21 states having sample sizes of 400 or more survey respondents.

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

- *A basic understanding* is possible by reading just the Executive Summary, designed to be a two-page standalone document for those interested in the “big picture” findings from this study.
- *A general understanding* is possible by reading the Executive Summary and the first paragraphs in the

Detailed Findings, either in full or just the underlined portions that highlight the main point.

- *A broad and deep understanding* is possible by reading the bulleted points in the Detailed Findings, as well as the underlined sentences in the first paragraph of each new section. The bulleted points consistently cover three main detailed analyses and provide supporting detail or further clarification:
  - 1) Trends for the variable over the past five years (or longer where appropriate).
  - 2) Comparisons between the aggregated main trip purposes of *business/convention*, *visiting friends or relatives*, *holiday/vacation*, and all *other* purposes. These aggregated purposes are defined in the report section on trip purpose.
  - 3) Comparisons across state destinations. Typically, these analyses focus on differences between states, not in their performance or share of U.S. totals. For example, the mode of transportation analysis focuses on the finding that 65 percent of visitors to Florida travel by air, not that Florida has a 29 percent market share of all air travelers to the United States. For perspective, most data are provided for *border states*—the 11 states that border Canada by land.
- *Additional insight* is possible from exploring the attached data tables in more detail. Data for past years are available as individual PDF files downloadable directly from the [www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov) website. If interested, go to the *Inbound* page, and click on *Canada* in the Country Profiles section.

**IMPORTANT TECHNICAL NOTE:** The reader should note that two Canadian traveler volume totals will be used throughout the report and Appendix D:—Data Tables. The official visitor count (one or more nights) for 2010 is 19,964,000 (United States net), an unduplicated total or the total number of overnight travelers that cross the border into the United States. If a traveler visits multiple states on a U.S. trip, each state visit is counted in the reported regional total and in the duplicated U.S. total of 27,356,000 (U.S. sum). Another way to view this is 19,964,000 *net* overnight travelers produced 27,356,000 *gross* overnight traveler-visits, or sometimes called person-visits.

Please use the 19,964,000 volume estimate when computing volume of travel sub-segments based on proportions.



## EXECUTIVE SUMMARY

### Background and Overview

**Background:** *Canadian Travel to the United States—2010* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in 2010. The report is prepared by the Department of Commerce's Office of Travel and Tourism Industries (OTTI) and is based on 18,252 responses to a survey conducted by Statistics Canada for their *International Travel Survey of Canadian Residents* traveler survey program. Additional information on Canadian travel to the United States, OTTI, or Statistics Canada can be found on the OTTI website ([www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov)) or the Statistics Canada website (<http://www.statcan.ca/>).

**Overview:** In 2010 Canada was the number one origin country for the United States in terms of visitors (ahead of Mexico) and number one in terms of visitor spending (ahead of Japan and the United Kingdom). Thus, the eleven percent increase in visitors from Canada in 2010 contributed 41 percent to the overall visitor increase of nine percent from all countries combined. The U.S.'s share of Canada outbound travelers in 2010 was 70 percent, a level that declined over the past decade, but up slightly in 2010. In 2010, Canadian outbound to countries other than the United States increased six percent.

A few key factors may have contributed to the change in visitors. First, the economy (real GDP) leading into 2010 was growing and at an increasing but low rate. This low growth environment continued throughout 2010. Second, the currency exchange rate for converting Canadian dollars to U.S. dollars was increasing going into the year and approaching par value. It then held mostly constant during the year, only to rise at the end of the year and reach par literally on the last day of the year.

### Traveler Metrics

**Visitors and Visits:** Total Canadian visitors staying one or more nights in the United States in 2010 was 19.96 million, an eleven percent increase from the 2009 level of 17.98 million. The increase reversed a one-year downturn and set a new visitor volume record. The 19.96 million Canadian visitors to the United States in 2010 generated 27.36 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 160.9 million in 2010, up 13 percent from 2009. This performance reflects the eleven percent increase in visitors and a two percent increase in average length of stay (rounded data).

**Visitor Spending:** Canadians spent US\$14.32 billion<sup>1</sup> while in the United States in 2010, up 30 percent from 2009. This performance reflects the combination of the eleven percent decrease in travelers and a 17 percent increase in per-traveler spending (both rounded data).

### Trip Characteristics

**Province of Residence:** Ontario generated the greatest number of travelers to the United States. This province accounted for 39 percent of the population, but produced 8.74 million visitors in 2010, or 44 percent of all Canadians visiting the United States. Other top visitor origin provinces include British Columbia (17%), Quebec (17%), Alberta (11%), and Manitoba (5%).

**U.S. States Visited:** All states benefit from Canadian travelers, but a few border states and a few distant destination states dominate in Canadian visitor metrics. The border state of New York received 3.45 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, California, Michigan, and Nevada. Florida accounted for 16 percent of visitors, but 34 percent of visitor-nights. Conversely, the 11 land border states accounted for 59 percent of visitors, but only 21 percent of visit-nights.

**Trip Purpose:** *Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 10.06 million, or 50 percent of all Canadian visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (17%). 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.

<sup>1</sup> This spending estimate compares to the official country estimate of \$20.82 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$20.82 billion, \$16.64 billion is spending in the United States and the remaining \$4.18 billion is passenger fares spent on United States-owned carriers. The \$16.64B differs from the \$14.32B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.



**Activities:** Canadians are active travelers during their U.S. visits based on participation rates for 19 leisure-oriented activities. *Shopping* (75%), *sightseeing* (44%), *visit friends or relatives* (35%), and *participate in outdoor sports or outdoor activities* (29%), had the highest participation rates among all travelers. Activity participation differed greatly depending on main purpose of trip, but is relatively high for all categories of the aggregated categories of *leisure*, *business*, *visiting friends or relatives*, and *other miscellaneous*. For example, 31 percent of business/convention travelers *go sightseeing*—a relatively high level compared to the 52 percent of leisure visitors who participate in the same activity.

**Length of stay:** About 56 percent of all Canadian visitors to the United States were on day trips in 2010. 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 the current 44 percent. Canadian overnight visitors stayed an average 8.06 nights in the United States, but this average is strongly influenced by a few state destinations, such as Florida and Arizona, where large numbers of visitors stay for nearly three weeks on average. In fact, the greatest number of Canadians stayed four nights (the *mode*), while four nights was also the length of stay at which half of Canadians have a shorter stay and half have a longer stay (the *median*). Average length of stay has ranged from 7.37 nights to 8.06 nights over the past several years. This range is small for marketing purposes, but equates to more than six million visitor-nights when applied to more than nine million travel parties.

**Transportation Mode:** *Automobile* is the dominant mode of transportation of entry to the United States, accounting for 11.9 million, or 60 percent of all Canadian visitors and 66 percent of all visits. Other modes of transportation of entry into the United States were *airplane* (34%), *bus* (3%), *boat* (1%), and all *other modes* (2%, mostly pedestrian). Business travelers most often traveled by air (70%).

**Accommodations:** Canadians most often stayed in *hotels or motels* (59%) during their United States visit. Other accommodations types are *homes of friends or relatives* (16%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other miscellaneous types or combinations of accommodations 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, 6.4 million, or 32 percent of all Canadians. Visitation in other quarters of the year were: 1<sup>st</sup> quarter (24%), 2<sup>nd</sup> quarter (22%), and 4<sup>th</sup> quarter (22%). The greatest number of visitors arrived in August (13.1%) and July (10.8%). 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 1<sup>st</sup> quarter “snow-birds” visiting southern states for extended periods of time.

**Spending:** Canadian visitors’ spending in the United States increased 30 percent in 2010 to a record \$14.3 billion. *Accommodations* accounted for the largest share of this amount (34%) followed by *food and beverage* (22%). Lower shares of total spending were made for *shopping, souvenirs, etc.* (19%), *transportation while in the United States* (13%), and *recreation and entertainment* (12%). Spending per visitor increased in 2010 to \$717 per person, a 17 percent jump from 2009. Spending per-person per-day increased to \$89, continuing a long-term rising trend starting at \$53 in 2001, and interrupted only once by a decline in 2009. The 30 percent spending increase reflects the additive results of an 11 percent increase in visitors, a ten percent increase in the currency exchange rate, and about an eight percent increase in visitor spending.

## Traveler Demographics

**Composition of Travel Party:** Canadian travel parties to the United States are dominated by two-adult parties (45%). Half as many contained three or more adults (21%), while fewer still contained an adult traveling alone (14%). Twenty percent of all travel parties contained one or more children under age 20 (net). The average party size in 2010 declined to 2.10 persons from 2.15 persons in 2009.

**Age:** The age of Canadian travelers is centered around the 55-65 and 45-54 age groups (23% and 21%, respectively). Children are a member of 20 percent of all travel parties, but accounted for only 11 percent of all travelers. The 65-74 age group (16%) also accounted for many Canadian travelers.

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



## DETAILED FINDINGS

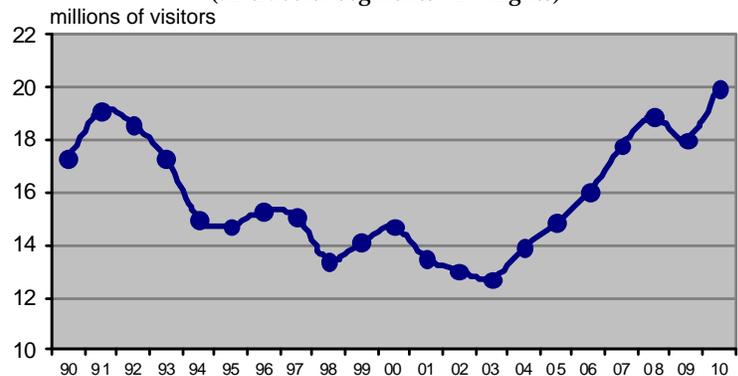
### TRAVELER METRICS

#### Visitors

Canadian visitors staying one or more nights in the United States in 2010 totaled 19.96 million. This level represents an eleven percent increase from the 2009 level (17.98 million) and a shattering of the long-standing record of 19.1 million visitors set in 1991. 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 44 percent of all Canadian visitors—one of the highest levels in (at least) the past 20 years—a much higher share of state visits, and nearly all of visitor spending.

- Outbound visitor volume was higher in 2010 for 11 of 11 Canadian provinces or province groups, but performances differed greatly across provinces. Annual changes ranged from a 29 percent increase for Newfoundland to a five percent increase for Yukon/N.W.T. More importantly, visitation increased from the largest visitor-producing provinces, Ontario (+16%), British Columbia (+13%), and Quebec (+12%).
- Transportation segment performances were similar in 2010 among the largest segments. The dominant auto and air travel modes for entering the United States increased ten percent and 13, respectively. The much smaller bus, train, and "other" (mostly pedestrian) segments also experienced increases from 2009. The small boat segment declined 17 percent.
- **Chart 1** (on this page) shows the 2010 visitor volume returning to a strong, near straight-line increase trend, broken for one year in 2009. Prior to 1991, there was some growth over the 70s and early 80s, followed by dramatic and steady growth in the late 80s. Visitor volume declined from its highest point of 19.1 million in 1991 to its lowest level in the past 20 years of 12.7 million in 2003.
- Visitor volume increased for most U.S. states. **Appendix D:—Data Table A** shows 1) the volume estimates for each state having a minimum sample size of 400 survey respondents and 2) the percentage changes from 2009.

**Chart 1: Canadian Traveler Volume to the United States—1990-2010**  
(all traveler segments—1+ nights)



Source: Statistics Canada, August 2011

#### Visits

The 19.96 million Canadian visitors to the United States in 2010 generated 27.36 million state visits. Thus, Canadians tended to visit 1.4 states during their U.S. trip. The increase in visitors was 11.1 percent and the increase in visits was slightly smaller, 9.8 percent, due to a small decrease in the average number of states visited on a trip.

#### Visitor-Nights

Visitor-nights is a travel metric that combines visitors (persons) with length of stay (nights). Visitor-nights volume was 160.9 million in 2010, up 13 percent from 2009. This performance reflects an eleven percent increase in visitors and a two percent increase in their average length of stay. Length of stay will be discussed in detail in a later section.

- The average length of stay for visitors in 2010 was 8.06 nights, an increase from the 2009 average of 7.93 nights, and the highest in at least 11 years.
- Changes in visitor-nights at the individual state level is consistent with changes in visitors numbers. **Appendix D:—Data Table A** shows the visitor-nights volume estimate for each state having a minimum sample size of 400 survey respondents and the percentage change from 2009.



## Visitor Spending (summary)

Canadian visitors spent US\$14.32 billion in the United States in 2010, up 30 percent from 2009.<sup>2</sup> Thus, Canadian visitor spending increased at a much greater rate of change than visitor volume.

- This increase reflects the impact of any changes in a) the number of visitors; b) currency exchange rate; c) “leave home” spending plans; and d) travel product and service prices. Adjusting Canadian visitor spending by these factors provides a better sense of Canadian traveler spending intentions...more or less “value conscious”, etc. This analysis is described in more detail in the Visitor Spending (detailed) section later in the report.
- The 2010 spending level shattered the previous record of \$12.36 billion in 2008. This is true whether spending is measured in current (nominal) or constant dollars adjusted for inflation.
- Spending by the *pleasure/recreation/holiday* segment was US\$9.99 billion, or 70 percent of total spending in 2010. The *business/convention* sector accounted for 14 percent of the total. The remaining segments of *visiting friends/relatives* and all *other* accounted for nine percent and seven percent, respectively. On a per-person basis, business travelers spent the most, with an average spending of US\$907, followed by the leisure segment at US\$806. Those visiting friends and relatives spent the least (US\$397).
- Visitor spending differs greatly by state visited regardless of the chosen spending metric measure (for example: total, per-party, or per-visitor). These will be presented in the trip characteristics section). Florida dominated in share of total visitor spending (25%) due to the large volume of visitors, long duration of stay, and high average spending per visitor per night. **Chart 3** (on the next page) shows the visitor spending values for the most-visited states. **Appendix D: Data Table B** shows a state-by-state comparison of visitor spending.

## Currency Exchange Rate

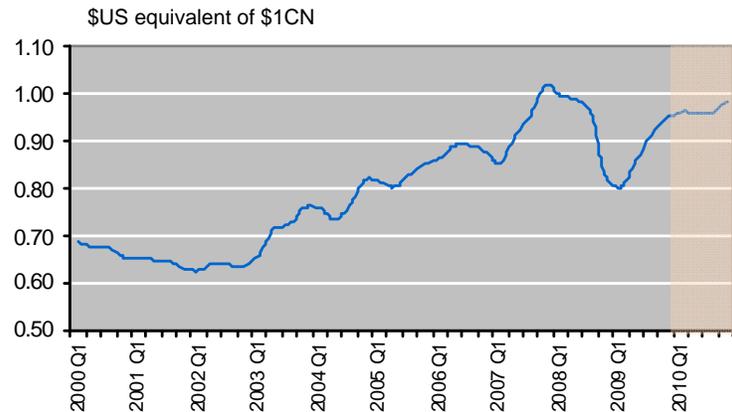
The Canada dollar currency exchange rate to the U.S. dollar steadily increased leading up to 2010, then held mostly steady through 2010 flirting with par throughout the year until reaching par literally

<sup>2</sup> This spending estimate compares to the official country estimate of \$20.82 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$20.82 billion, \$16.64 billion is spending in the United States and the remaining \$4.18 billion is passenger fares spent on United States-owned carriers. The \$16.64B differs from the \$14.32B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.

on the last day of the year. Thus—all other factors held the same—travel to the UNITED STATES was less expensive in 2010 than in 2009.

**Chart 2** (on this page) shows the trend in the quarterly average exchange rate from 2000 through 2010.

**Chart 2: Currency Exchange Rate Trend**  
(quarterly \* 2000-2010)



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

## TRIP CHARACTERISTICS

### Province of Residence

Ontario generated the greatest number of travelers to the United States, producing 8.74 million visitors in 2010, or 44 percent of all Canadians visiting the United States. The provinces following Ontario were British Columbia (17%), Quebec (17%), Alberta (11%), and Manitoba (5%). The other seven provinces or combined provinces accounted for the remaining small share of visitors.

- Ontario accounts for 39 percent of the Canadian population, but generated 44 percent of Canadian travelers to the United States. British Columbia also generated a higher share of visitors than of residents (17% versus 13%, respectively).
- Ontario produced 44 percent of all visitors, but an even higher proportion of *business/conventions* (53%) and *visiting friends and relatives* (49%) travelers.
- Ontario is the dominant province of visitor origin for 11 out of 21 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.



## U.S. States Visited

All states benefited from Canadian travel, but a few border states and a few distant destination states dominated in Canadian traveler metrics. One state—Florida—completely dominated in the share of total Canadian visitor-nights (34%). The border state of NY received 3.45 million Canadian visitors, more than any other state. Other top destination states were FL, WA, CA, MI, and NV. **Chart 3** (on this page) shows the number of visitors, visitor-nights, and visitor spending for the top ten states (measured and sorted in descending order by *visitors*). Rankings for these three measures are mostly consistent. The two exceptions are FL and CA, where Canadian visitors stayed for longer periods of time. More specifically, FL accounted for 16 percent of visitors, 25 percent of spending, and 34 percent of visitor-nights. Conversely, the 11 states that share a land border with Canada accounted for 59 percent of total overnight visitors, but 21 percent of visitor-nights and 25 percent of spending.

- State destination rankings are typically stable and do not fluctuate much when overall visitation trends are increasing or decreasing. For example, share of total visitors among the 11 land border states ranged from 57 percent to 60 percent over the past ten years, while share of total visitor-nights ranged from 21 percent to 23 percent in the same time period. In 2010 CA moved to #4 due to an 18 percent increase in visitors, while MT moved into the top ten due to a 28 percent visitor increase.
- 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, 61 percent of *pleasure/recreation/holiday* visitors, 59 percent of *visiting friends/relatives* visitors, and 83 percent of visitors traveling for *other* purposes (due to multiple state visits). Those traveling for *leisure-related* purposes accounted for 62 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 FL (81%), NV (80%), VA (78%), VT (78%), and NH (78%). Conversely, states with the lowest proportion of this segment were TX (38%), and IL (38%).
- **Appendix D: Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2009 levels. OTTI provides visitation and traveler characteristics data for 21 states for which the sample size from the *Canadian Travel Survey* is 400 or more. This policy was also used for reporting 2010 overseas visitor volume and characteristics.

## Chart 3: Top States Visited

(2010—all travel segments—1+ nights)

U.S. Destinations	(sort) Visitors (000s)	Visitor- Nights (000s)	Spending (\$000s)
<b>TOTAL U.S. (net)</b>	<b>19,964</b>	<b>160,943</b>	<b>\$14,318,392</b>
11 Border states (gross)	11,796	34,207	\$3,541,028
1 New York	3,446	9,741	\$1,220,674
2 Florida	3,102	53,935	\$3,544,076
3 Washington	2,311	6,693	\$598,693
4 California	1,451	13,580	\$1,307,684
5 Michigan	1,396	3,749	\$336,063
6 Nevada	1,366	6,172	\$1,128,906
7 Maine	900	3,055	\$304,052
8 Pennsylvania	897	2,238	\$232,604
9 Montana	747	2,593	\$213,439
10 Vermont	723	2,103	\$145,117

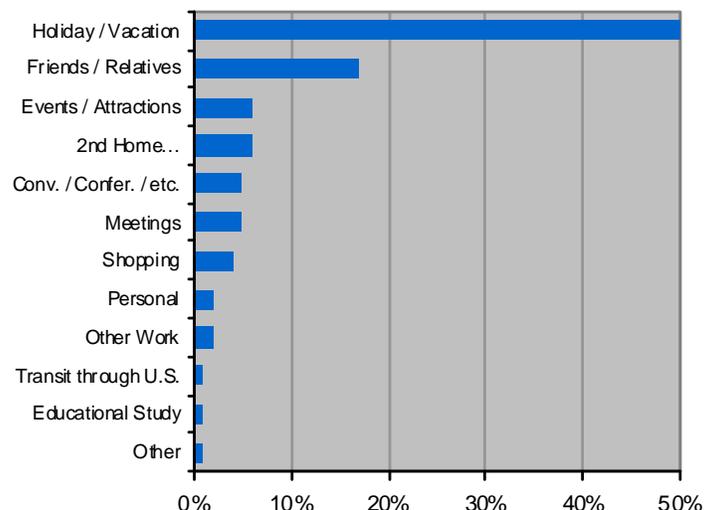
Source: Statistics Canada (August 2011)

## Purpose of Trip

*Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 10.1 million visitors, or 50 percent of the Canadian market. *Visits to friends or relatives* was cited as a distant second-most important trip purpose (17%). All other trip purposes represented a six percent or smaller proportion of total Canadian travelers. **Chart 4** (below) illustrates trip purposes and the proportional breakdown for all Canadian travelers.

## Chart 4: Main Purpose of Trip

(2010—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*** (62% of total)

- Holiday, vacation (50%)
- Attend events, attractions (10%)
- Visit second home, cottage, condo (9%)

***Visiting Friends and Relatives*** (17% of total)

- Visiting friends or relatives (100%)

***Business/Convention*** (11% of total)

- Convention/conference, trade shows, seminars (46%)
- Meetings (40%)
- Other work (13%)

***Other*** (9% of total)

- Shopping (47%)
- Personal (medical, wedding, etc.) (23%)
- Transit to/from other parts of Canada (7%)
- Educational study (7%)
- Other (16%)
- Not stated (2%)

- Main trip purpose doesn't change much from year to year; *Holiday/Vacation* has inched up from 40 percent to 50 percent over the past eight years.
- Shopping as a main trip purpose has grown most of the nine past years—but only from 1.1 percent to 4.3 percent. This share is likely much higher for day trip visitors, who are not profiled in this report.
- **Chart 5** (this page) shows trip purpose differed greatly depending on destination. Those traveling for *leisure-related* purposes accounted for 62 percent of all travelers and 66 percent of all state visits. But this proportion differs greatly by state; the states with the highest proportion of *holiday/vacation* visitors and sufficient survey sample were FL (81%), NV (80%), VA (78%), VT (78%), and NH (78%). Conversely, states with the lowest proportion of this segment were TX (38%) and IL (38%).

### Chart 5: Trip Purpose Differences Across Destinations

(2010—1+ nights—Leisure; business/ travel segments, respectively—among visits)

	% Leisure of Destination Total	% Business of Destination Total
<b>TOTAL U.S. Visits</b>	<b>66%</b>	<b>TOTAL U.S. Visits 10%</b>
1 Florida	81%	1 Florida 35%
2 Nevada	80%	2 Nevada 32%
3 Virginia	78%	3 Virginia 20%
Vermont	78%	4 Vermont 17%
New Hampshire	78%	5 New Hampshire 15%
6 Montana	76%	6 Montana 14%
7 Oregon	73%	Oregon 14%
Georgia	73%	8 Georgia 11%
9 Maine	72%	Maine 11%
10 Arizona	69%	10 Arizona 10%

Note: Rankings are among 21 states with respondent sample size of 400 or more. *Leisure* includes holiday/vacation, visit 2<sup>nd</sup> home, attend events/attractions. *Business* includes meetings, convention/conference/trade show/seminar, and other work.

### Activities

Canadians were active travelers during their United States visits based on participation rates for 19 leisure-oriented activities. *Shopping* (75%), *sightseeing* (44%), *visit friends or relatives* (35%), and *participate in outdoor sports or outdoor activities* (29%) had the highest participation rates among all travelers. The sum of participation rates among all activities suggests Canadians participated in three to four activities per trip, on average (sum of responses equals 347%). Conversely, seven percent of total travelers did not participate in any of the 19 listed activities. *Note: Activity participation is not destination specific. Also, the activity list was revised for 2001 and subsequent travel years. Some activities were broken out separately from previously combined activities (for example, "hunting or fishing" is now "hunting" separately and "fishing" separately), while others were added ("golfing") or removed ("dining at high quality restaurants"). Also, all data are weighted by "person-trips," which takes into account the number of persons in the travel party. For the "activities" travel characteristic, this means that all persons in the travel party are assumed (implicitly) to have participated in the activity. Rates for activities for which this assumption is not true would be overstated to some level. A more detailed analysis is beyond the scope of this report.*



**Chart 6: Activities by Trip Purpose**  
(2010—1+ nights)

Activity <sup>1</sup>	Total	Bus./ Conv.	VFR <sup>2</sup>	Hol./ Vac.	All Other
Shopping	75%	53%	70%	79%	76%
Sightseeing	44%	31%	35%	52%	23%
VFR <sup>2</sup>	35%	14%	95%	24%	25%
Sports/outdoors	29%	10%	24%	37%	11%
Bar or night club	23%	36%	14%	24%	14%
Historic site	21%	18%	18%	25%	10%
National/state park	18%	8%	15%	23%	8%
Museum/art gallery	16%	13%	15%	19%	7%
Cultural events	13%	9%	10%	15%	6%
Casino	15%	8%	7%	19%	10%
Theme park	12%	5%	7%	16%	2%
Zoo/aquarium/etc.	11%	6%	9%	13%	4%
Golfing	9%	4%	6%	12%	2%
Attend sports events	9%	7%	8%	10%	4%
Festivals/fairs	7%	5%	7%	9%	2%
Boating-kayak/canoe	6%	2%	5%	7%	2%
Fishing	2%	0%	2%	2%	0%
Snow skiing/boarding	1%	0%	0%	2%	0%
Hunting	0%	0%	0%	0%	0%
No activity stated	7%	25%	4%	4%	9%
Activities Sum <sup>3</sup>	347%	228%	348%	389%	208%

<sup>1</sup> Multiple activity selections are possible.

<sup>2</sup> Visiting friends and relatives.

<sup>3</sup> 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 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 75 percent in 2010. *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 15 percent in 2010. *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, 79 percent of

*pleasure/recreation/holiday* travelers went shopping, but participation was relatively high for *visit friends or relatives* (70%) and even business travelers (53%).

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

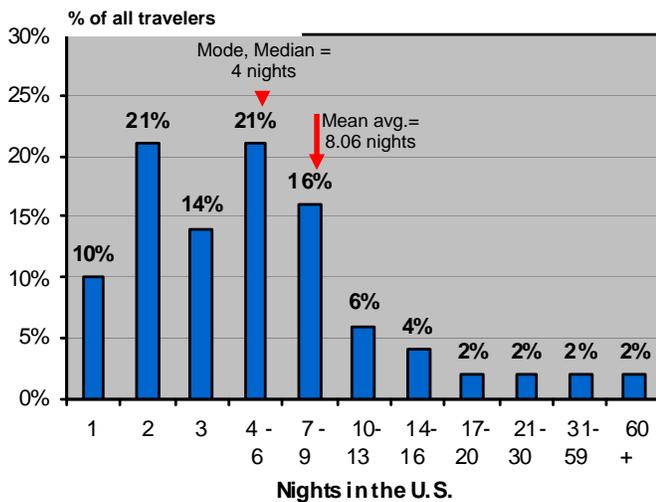
**Appendix D:—Data Table G** shows a state-by-state comparison of the activity participation rates for each of the 19 activities and the nine regions and 21 states for which the sample size was 400 or more. Although proportions like those reported in **Chart 6** (this page) are not shown in the data 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 Canadian visitor count.

### Length of Stay

Fifty-six percent of Canadian visitors were on day trips to the United States in 2010. However, this report only focuses on trips to the United States of one or more nights. Canadian overnight visitors stayed an average 8.06 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 (34%), while many others stay either two nights (21%) or four-to-six nights (21%). Only a relatively small percentage (16%) of Canadians actually stay for durations near the trip length average of 8.06 nights. **Chart 7** (next page) shows the length of stay distribution and key summary statistics.



**Chart 7: Length of Stay Distribution**  
(2010—all travel segments—1+ nights)



- Trip duration has remained mostly stable over the past decade; average length of stay among overnight trips ranged from a low of 7.37 nights in 2007 to a high of 8.06 in 2010. Accordingly, the length-of-stay distribution across trip duration categories has also been stable. For example, the trip segment of seven or more nights has accounted for a stable 32%-34% over the past decade. The trend for the leisure segment follows a similar trend, ranging from a low of 9.04 nights in 2007 to a high of 10.09 nights in 2001. Trip duration is stable from a mean average perspective or even a marketing perspective. However, the statistic is reported to two decimal places because very small changes in stay length produce large changes in visitor nights at a national level. For example, using 2010 visitor volume, every change of one-tenth in average length of stay produces a change of 2.00 million visitor nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 4.44 nights for *business/convention* visitors, to a high of 9.60 nights for *pleasure/recreation/holiday* visitors. Canadians *visiting friends or relatives* stayed an average of 6.79 nights, while those visiting for all *other* miscellaneous reasons stayed 4.55 nights.
- Average length of stay differed considerably depending on state destination. Thus, the 8.06 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 four of the 21 states reported have an average length of stay exceeding the national average—the popular *snowbird* states of Florida (17.4 nights), Arizona (17.4 nights), Texas (12.8 nights), and California (9.4 nights). Hawaii also had a very long average stay length, but small sample size precludes

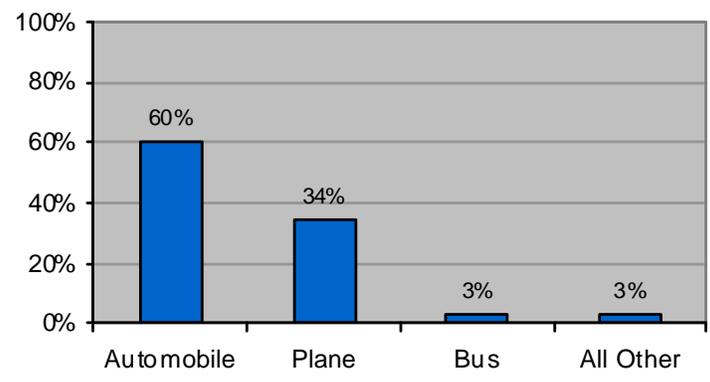
providing details. These five states have such a strong influence that removing them produces a visitor-weighted average of only 5.09 nights—an average much closer to the four-night mode and median across all states. **Appendix D:—Data Table A** provides a state-by-state comparison of average length of stay for 21 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 11.9 million visitors, or 60 percent of the entire Canadian market. Other modes of transportation for entry into the country were *airplane* (35%), *bus* (3%), *boat* (1%) and all *other* modes (2%, mostly *pedestrian*).

- Automobile transportation has accounted for the majority of visitors over the past decade, ranging from a low of 54 percent in 2000 to 60 percent in each of the past three 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 (70%), while Canadians traveling to the United States for miscellaneous *other* purposes were the least likely to fly (16%).
- The transportation mode of entry also differed by destination state. Air travel was highest for deep-interior and southern border states, and lowest for Canada border states. **Appendix D:—Data Table D** contains a state-by-state comparison of Canadian arrivals by mode of transportation used while clearing U.S. customs.

**Chart 8: Mode of Transportation (U.S. Entry)**  
(2010—all travel segments—1+ nights)





## Accommodations

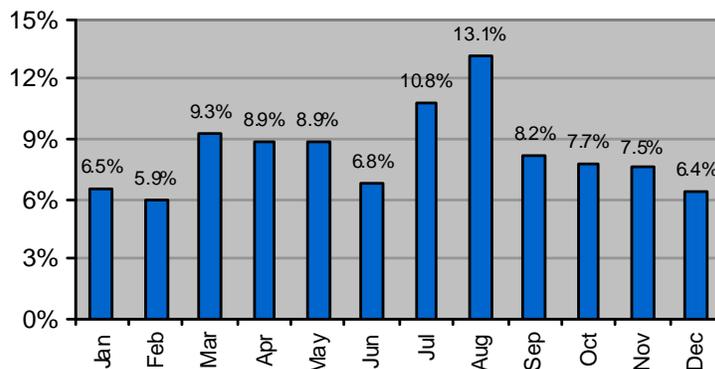
Canadians most often stayed in *hotels or motels* (59%) during their U.S. visit. Other accommodations types were *homes of friends or relatives* (14%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (22%). Note: Six percent of visitors did not state their accommodations, and have been excluded in the base for analysis. Also, multiple-responses are possible for accommodations type, and thus the sum of share of total may exceed 100 percent. Not counting hotel/motel, 16 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 46-59 percent.
- Type of accommodations differs significantly with the trip purpose. Business travelers were the most likely to stay in a hotel or motel (90%) compared to 76 percent of other trip purpose travelers and 58 percent of leisure travelers. Even visitors whose trip purpose was visiting friends or relatives often included one or more nights in a hotel/motel (32%).
- For most states, the greatest number of visitors stayed in hotel and/or motel accommodations. Compared to the national average of 59 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors varied from a low of 31 percent for Arizona to a high of 79 percent for North Dakota.

## Season/Month of Travel

The third quarter (July-September) attracted 6.4 million visitors, or 32 percent of all Canadian travelers. Visitation in other quarters of the year were 2<sup>nd</sup> quarter (24%), 1<sup>st</sup> quarter (22%), and 4<sup>th</sup> quarter (22%). **Chart 9** (this page) shows the greatest number of visitors arrived in August (13.1%) and July (10.8%). All other months produced between six and nine percent of visitors.

**Chart 9: Month of Travel**  
(2010—all travel segments—1+ nights)



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

**Chart 10: Quarter of Travel by Main Purpose of Trip**  
(2010—various travel segments—1+ nights)  
row %s sorted in descending order by Q3

	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	24%	<b>32%</b>	22%
Pleasure/Rec./Holiday	22%	24%	<b>34%</b>	19%
Visit Friends/Relatives	21%	24%	<b>32%</b>	23%
Other	14%	25%	<b>31%</b>	31%
Business/Convention	27%	27%	<b>21%</b>	25%



**Chart 11: Quarter of Travel by Destination**  
(2010—all travel segments—1+ nights)  
sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	24%	32%	22%
11 Border States	15%	24%	42%	20%
Maine	8%	20%	56%	16%
New Hampshire	7%	23%	51%	19%
Vermont	13%	21%	48%	17%
Massachusetts	12%	24%	47%	18%
Minnesota	11%	24%	46%	19%
Montana	16%	23%	44%	17%
Washington	17%	25%	38%	20%
New York	16%	25%	38%	21%
Michigan	14%	25%	37%	24%
North Dakota	19%	22%	35%	23%
Illinois	17%	30%	34%	19%
Ohio	21%	24%	30%	24%
Pennsylvania	17%	32%	29%	22%
Oregon	28%	23%	29%	20%
Texas	20%	34%	23%	24%
Virginia	30%	27%	23%	20%
California	29%	25%	22%	23%
Nevada	26%	30%	19%	26%
Georgia	37%	31%	16%	16%
Florida	42%	24%	13%	21%
Arizona	43%	30%	7%	20%

Note: The state list reflects the 21 states with respondent sample size of 400 or more.

### Visitor Spending (detailed)

Canadian visitors spent a total of US\$14.3 billion<sup>1</sup> dollars in the United States, a 30 percent increase from 2009. Accommodations accounted for the largest share of this amount (34%), followed by food and beverage (22%). Lower shares of total spending were posted for *shopping, souvenirs, etc.* (19%), *transportation while in the United States* (13%), and *recreation and entertainment* (12%). Note: Some respondents don't provide spending details. Each spending category's share of total is based on the spending reported with detail (76% of the total amount).

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

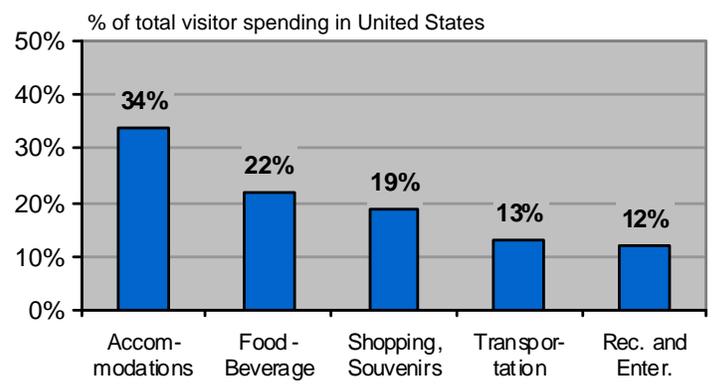
<sup>1</sup> This spending estimate compares to the official country estimate of \$20.82 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$20.82 billion, \$16.64 billion is spending in the United States and the remaining \$4.18 billion is passenger fares spent on United States-owned carriers. The \$16.64B differs from the \$14.32B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.

to 34 percent in 2009 and 2010. Conversely, the proportion spent on *other goods and services*, which includes shopping and souvenirs, has increased from 14 percent in 2000 to its high of 19 percent in 2010.

- Trip spending behavior differs greatly depending on main trip purpose. *Business/convention* travelers used a much higher proportion of their total spending on accommodations (49%) and a smaller proportion on recreation and entertainment (6%). Travelers who spent the highest proportions on souvenirs and shopping were *those visiting friends or relatives* (29%) and those traveling for *other miscellaneous reasons* (40%), which includes shopping.
- Details of visitor spending are not collected at the individual destination level.

Spending on a travel party basis increased in 2010 to \$1,506, a 14 percent increase from the 2009 level of \$1,316. Thus, total visitor spending increased 30 percent due to a fourteen percent increase in travel parties, and a fourteen percent increase in spending per party (the difference between 30% and 28% is due to rounding). Spending per person increased 17 percent to \$717. Length of stay increased in 2010 (increase from 7.93 nights to 8.06 nights). These three factors combined—travel party spending, party size, and length of stay—produce a spending per visitor per day average. This measure increased from \$77 to \$89 (+15%) because the proportional increase in visitor spending (17%) was offset by the proportional increase in length of stay (+2%). Another way to deconstruct the total spending increase reflects the increase in both the number of visitors (11%) and average spending per visitor (+17%).

**Chart 12: How a Travel Dollar is Spent**  
(2010—all travel segments—1+ nights)





### Chart 13: The Algebra of Change in Visitor Spending

2010 visitor spending total change	30%
<b>Total change depends on:</b>	
Visitor volume	11%
Exchange rate	10%
Per-visitor spending	8%
<b>Per-visitor spending depends on:</b>	
Leisure / business mix	L up
Travel costs	up
Pre-trip intent	up
<b>Pre-trip intent depends on:</b>	
Stay length	up
Activities	same
Paid lodging	up
Shopping	up
etc.	

**Chart 13** above shows how Canadian visitors produced a 30 percent increase in visitor spending. Visitor spending depends on three factors: 1) changes in visitor volume; 2) changes in the currency exchange rate; and 3) changes in per-visitor spending. These components of change are additive, meaning that the sum of each component's percentage change equals the total percentage change (any differences are due to rounding).

Changes in these factors in 2010 were +11 percent, +10 percent, and +8%, respectively. Thus, out of the 30 percent increase, only eight percentage points were possibly at the control of the traveler.

But per-visitor spending also depends on several factors including the mix between leisure and business travelers, travel costs, and “pre-trip intent,” that is, what the traveler intends to spend a) in their own currency and b) as they leave their home. This pre-trip intent is what the traveler can decide on, such as stay length, participation in activities, use of paid lodging, shopping, and a few others. This change is the most important to destination and other supplier marketers.

Per-visitor spending was up eight percent because increases in travel costs and pre-trip intent exceeded the decrease resulting from a higher

share of leisure travelers, who have a lower per-person spending level.

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

In summary, Canadian travelers didn't “spend” 30 percent more in 2010; rather, Canadian travelers generated a 30 percent increase in visitor spending. There were many more Canadian travelers to the United States in 2010.

Additionally, the average Canadian traveler went to the USA with the intent of spending more—either by staying longer, doing more activities, upgrading their amenities, or just buying more goods and services. This higher spending intent converted to an even higher spending level after converting to a more favorable exchange rate versus 2009. The sum of all of this was a whopping 30 percent increase in visitor spending.

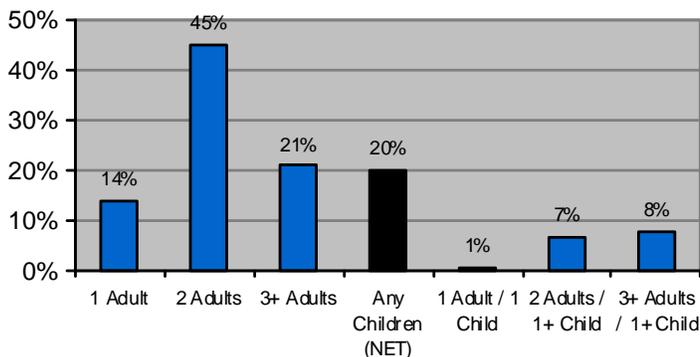


## TRAVELER DEMOGRAPHICS

### Composition and Size of Travel Party

Canadian travel to the United States is dominated by two-adult travel parties (45%). Half as many contained three or more adults (21%), while fewer still were comprised of one adult traveling alone (14%). Twenty percent of all travel parties included one or more children under age 20. The average party size was 2.10 persons in 2010. *Note: travel party composition distributions and average party size are based on only those travel parties for which the survey respondent provided composition details (representing 94% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

**Chart 14: Composition of Travel Party**  
(2010—all travel segments—1+ nights)

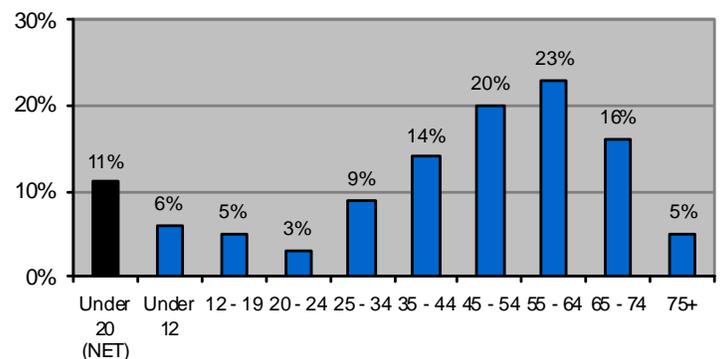


- Travel party composition has been stable over the past decade. No substantial trends emerge for any composition category. This includes average party size, which has ranged from 2.00 to 2.15 over the past ten years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. Party size declined slightly in 2010. **Without the “tiny” decrease in party size from 2.15 to 2.10, visitor volume would have been two percent, or more than 400,000 higher.** For perspective, only 17 countries in 2010 had a visitor volume of 400,000 or more.
- Travel party composition differed greatly depending on main trip purpose. Leisure travelers had a higher incidence of two-adult parties (48%) or containing children (24%). Half of business travelers traveled alone (49%), and very few business travelers were accompanied by children (4%).

### Age

The age of Canadian travelers is centered around the 55-64 and 45-54 age groups (23% and 21%, respectively). Although children were members of 20 percent of all travel parties, they accounted for only 11 percent of all travelers. The 65-74 (16%) and 35-44 age group (14%) also generated a large number of Canadian travelers. *Note: Age composition distributions are based on only those travel parties for which the survey respondent provided age details (representing 94% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

**Chart 15: Traveler Age**  
(2010—all travel segments—1+ nights)



- The distribution of traveler age has remained mostly stable over the past decade. The proportion of travelers age 55 or older has increased from 32% in 2000 to 43% in 2010, 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 (31%) and 35-44 (25%) age groups.
- Traveler age differed greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from four percent (Nevada) to 18 percent (North Dakota).

### Gender

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

- Female Canadian visitors have outnumbered male Canadian visitors for the past decade at a consistent level between 52 percent and 54 percent.
- Females generated more travelers for each trip purpose segment except for *business/convention*; 63 percent of business travelers are males.



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# APPENDICES



## Appendix A: Background & Methodology

[From *International Travel 2010*. Statistics Canada. December 2010. This write-up applies to 2009 travel year data. The numbers would change very slightly for 2010 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 2010 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 2010, 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, 2010**

	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 2010, 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 2010. 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)<sup>1</sup> 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 2010, 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 2010, 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<sup>3</sup> and leaving on the same day by car and those from American travellers entering by car and staying one or more nights.

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

<sup>3</sup> In the International Travel Survey, the target populations (American, overseas and Canadian international travellers) are partitioned into 594 Port Factor Groups, based on selected characteristics such as country of residence, mode of entry and duration of stay.

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

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

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

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

Starting with 2010, 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 2009 U.S. traveller statistics have also been revised to incorporate this state bias adjustment.

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



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

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

### Production schedule

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

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

### Data quality and reliability indicators

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

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

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

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

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

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

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

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

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

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




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**Text table 2**


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**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

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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 2010. As a result, in the corresponding period the number of imputed records has increased from 39,900 in 2000 to 61,800 in 2010. This is less of a problem on the overseas residents' file where the Overseas Air Exit Survey supplies many questionnaires. Imputation is proportionately higher for the United States travellers' file and the Canadian travellers' file. Initial trend analysis on the United States file has shown that much of the imputation is of short duration trips and the trend, in terms of spending, is not changed much by the imputation. Statistics Canada is working with CBSA to improve questionnaire distribution and is looking into developing alternative methods of imputation.

**Dissemination**

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

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

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

**Statistics Canada Daily, Travel between Canada and other countries**, catalogue no. 11-001-X.

Publishes preliminary monthly counts of international travellers as soon as they become available – usually six weeks after the reference month. This release covers the four travelling populations, usually at the national level: United States residents visiting Canada, residents from overseas countries visiting Canada, Canadian residents returning from the United States and Canadian residents returning from overseas countries.

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

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

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

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

**Definition of terms**

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

**International traveller**

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



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

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

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

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

- **Immigrants.** Citizens of other countries entering Canada to take up permanent residence for more than one year.
- **Former residents.** Canadian citizens returning to Canada to re-establish permanent residence after residing outside Canada for more than one year.
- **Military personnel, diplomats and dependents.** Canadian citizens and dependents who have been stationed abroad and who are returning from postings. Foreign citizens and dependents entering Canada on a military or diplomatic posting.
- **Crews.** Persons engaged in the operation of a transport; plane, boat, truck, etc.

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

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

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

### Transportation mode

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

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

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

**Air.** Commercial, charter and private plane.

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

### Type of entry

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

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

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

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

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

### Person-trip

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

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



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

### Person-visit

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

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

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

### Trip or visit duration

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

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

### Person-night

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

### Origin or residence

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

### Area or region of destination

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

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

### Purpose of trip

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

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

### Expenditures

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

### Travel receipts

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

### Travel payments

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



## U.S. census regions and corresponding states

### Census region States

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

Note: OTTI's *Pacific* re-definition

Washington, Oregon, California, Alaska, Hawaii

## For More Information

Specific inquiries about tourism statistics should be directed to:

### **Client Services**

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

[cult.tourstats@statcan.ca](mailto: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](http://www.statcan.ca).*

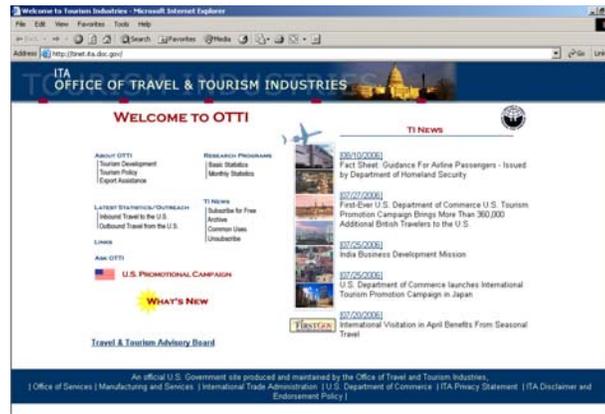
Custom tabulations on the data from which this report is based can be purchased directly from Statistics Canada. Data can be purchased and downloaded directly from the website using a credit card.



## Appendix B: OTTI Website

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

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



**Includes International Travel Research Online**

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

- All of the latest summary tables highlighting specific tourism trends
- Country market and world regional profiles available
- Forecast of international travelers to the United States through 2016
- Information on OTTI's nine 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, Commercial Service Travel & Tourism Team in the USA & abroad
- Links to other organizations in the travel industry

*Sign up for TINews, OTTI's FREE news service,  
for the latest in tourism industry news and program updates*



## Appendix C: Research and Marketing Assistance

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

- **Monthly Arrivals** tables posted to the OTTI website include historical monthly arrivals for the past ten years. Go to:  
<http://www.tinet.ita.doc.gov/view/m-2009-I-001/table1.html>
- **The Canadian data page** provides reports & other links for assistance on the market.  
Go to:  
[http://www.tinet.ita.doc.gov/outreachpages/inbound.country\\_in\\_north\\_america.canada.html](http://www.tinet.ita.doc.gov/outreachpages/inbound.country_in_north_america.canada.html)
- **For more information** on the Canadian research program administered by OTTI, go to:  
<http://www.tinet.ita.doc.gov/research/programs/canada/index.html>
- **For any other specific questions** on the Canadian travel market, please contact the OTTI office at (202) 482-0140. Mr. Mark Brown, Market Research Analyst for OTTI, manages this program.
- **The Commercial Service** is a network of export and industry specialists located in more than 100 U.S. cities and more than 80 countries worldwide. These trade professionals provide counseling and a variety of products and services to assist U.S. businesses. The primary Canada Commercial Service Specialists are:

### **Cheryl Schell**

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

### **Ruth Williamson**

Commercial Specialist—Travel & Tourism  
United States Commercial Service—Toronto  
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Telephone: (416)-595-5412  
Email: [ruth.williamson@mail.doc.gov](mailto:ruth.williamson@mail.doc.gov)

### **United States Commercial Service Products and Services**

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

#### Counseling and Advocacy

##### Counseling

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

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

##### Advocacy

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

##### Platinum Key Service

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



## **Market Research**

### **Market Research Library**

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

### **Customized Market Research**

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

## **Finding International Partners**

### **International Partner Search**

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

### **Gold Key Matching Service**

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

### **Commercial News USA**

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

### **Trade Leads**

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

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

### **International Company Profile**

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

## **Trade Events and Related Services**

### **Trade Fair Certification**

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

### **International Buyer Program**

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

### **Trade Missions**

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

### **Catalog Events**

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



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## **Appendix D: 2010 Data tables**



**Data Table A**  
**Canadian Visitors to the U.S. by Visitors / Visitor-Nights / Average Nights**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change 10/09	Total Canada (000s)	Percent Change 10/09	Average Nights Per Visit	Percent Change 10/09
<b>TOTAL U.S. (NET) (1)</b>	19,964	11.1%	160,943	12.8%	8.1	1.6%
<b>TOTAL U.S. (SUM) (2)</b>	27,356	9.8%	---	---	---	---
<b>NEW ENGLAND</b>	2,941	6.0%	9,671	7.0%	3.3	1.0%
CONNECTICUT (3)						
MAINE	900	8.0%	3,055	10.0%	3.4	2.0%
MASSACHUSETTS	682	3.0%	2,474	2.0%	3.7	-1.0%
NEW HAMPSHIRE	472	21.0%	1,328	18.0%	2.8	-2.0%
RHODE ISLAND (3)						
VERMONT	723	-2.0%	2,103	-1.0%	2.9	2.0%
<b>MID ATLANTIC</b>	4,697	17.0%	13,314	16.0%	2.8	-1.0%
NEW JERSEY (3)						
NEW YORK	3,446	17.0%	9,741	17.0%	2.8	0.0%
PENNSYLVANIA	697	18.0%	2,238	20.0%	2.5	2.0%
<b>SOUTH ATLANTIC</b>	5,490	4.0%	63,860	10.0%	11.6	6.0%
DELAWARE (3)						
DISTRICT OF COLUMBIA (3)						
FLORIDA	3,102	17.0%	53,935	14.0%	17.4	-3.0%
GEORGIA	411	-2.0%	1,242	0.0%	3.0	3.0%
MARYLAND (3)						
NORTH CAROLINA (3)						
SOUTH CAROLINA (3)						
VIRGINIA	573	4.0%	1,930	13.0%	3.4	9.0%
WEST VIRGINIA (3)						
<b>EAST NORTH CENTRAL</b>	2,779	7.0%	8,258	12.0%	3.0	4.0%
ILLINOIS	452	14.0%	1,677	29.0%	3.7	12.0%
INDIANA (3)						
MICHIGAN	1,396	8.0%	3,749	12.0%	2.7	4.0%
OHIO	544	-2.0%	1,465	2.0%	2.7	4.0%
WISCONSIN (3)						
<b>WEST NORTH CENTRAL</b>	1,783	10.0%	4,756	4.0%	2.7	-5.0%
IOWA (3)						
KANSAS (3)						
MINNESOTA	651	20.0%	1,679	16.0%	2.6	-3.0%
MISSOURI (3)						
NEBRASKA (3)						
NORTH DAKOTA	686	17.0%	1,420	15.0%	2.1	-2.0%
SOUTH DAKOTA (3)						
<b>EAST SOUTH CENTRAL</b>	734	-2.0%	1,943	-9.0%	2.6	-7.0%
ALABAMA (3)						
KENTUCKY (3)						
MISSISSIPPI (3)						
TENNESSEE (3)						
<b>WEST SOUTH CENTRAL</b>	591	5.0%	5,623	17.0%	9.5	11.0%
ARKANSAS (3)						
LOUISIANA (3)						
OKLAHOMA (3)						
TEXAS	373	3.0%	4,752	19.0%	12.8	16.0%
<b>MOUNTAIN</b>	3,648	14.0%	23,061	20.0%	6.3	6.0%
ARIZONA	650	17.0%	11,303	26.0%	17.4	8.0%
COLORADO (3)						
IDAHO (3)						
MONTANA	747	28.0%	2,593	50.0%	3.5	17.0%
NEVADA	1,366	6.0%	6,172	5.0%	4.5	0.0%
NEW MEXICO (3)						
UTAH (3)						
WYOMING (3)						
<b>PACIFIC</b>	4,693	13.0%	29,050	21.0%	6.2	7.0%
CALIFORNIA	1,451	18.0%	13,580	26.0%	9.4	7.0%
OREGON	357	-5.0%	1,456	9.0%	4.1	15.0%
WASHINGTON	2,311	12.0%	6,693	15.0%	2.9	2.0%
ALASKA (3)						
HAWAII (3)						

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

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

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

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

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



**Data Table B**  
**Canadian Visitors to the U.S. by Expenditures**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS		VISITOR SPENDING (1+ NIGHTS)				
	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change 10/09	Spending Per Visitor 1+ Nights (\$US)	Percent Change 10/09	Average Daily Per Person 1+ Nights (\$US)	Percent Change 10/09
<b>TOTAL U.S. (NET) (1)</b>	19,984	\$ 14,318,392	30.1%	\$ 717	17.2%	\$ 89	15.3%
<b>TOTAL U.S. (SUM) (2)</b>	27,356	\$ 14,194,420	30.9%	---	---	---	---
<b>NEW ENGLAND</b>	2,941	\$ 899,192	20%	\$ 306	13%	\$ 93	11%
CONNECTICUT (3)							
MAINE	900	\$ 304,052	28%	\$ 338	19%	\$ 100	17%
MASSACHUSETTS	662	\$ 273,658	16%	\$ 413	13%	\$ 111	14%
NEW HAMPSHIRE	472	\$ 123,038	26%	\$ 261	4%	\$ 93	7%
RHODE ISLAND (3)							
VERMONT	723	\$ 145,117	4%	\$ 201	6%	\$ 69	5%
<b>MID ATLANTIC</b>	4,697	\$ 1,571,420	50%	\$ 335	28%	\$ 118	29%
NEW JERSEY (3)							
NEW YORK	3,446	\$ 1,220,674	49%	\$ 354	28%	\$ 125	28%
PENNSYLVANIA	897	\$ 232,604	78%	\$ 259	51%	\$ 104	48%
<b>SOUTH ATLANTIC</b>	5,490	\$ 4,385,696	29%	\$ 799	24%	\$ 69	17%
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	\$ 3,544,076	33%	\$ 1,142	14%	\$ 66	17%
GEORGIA	411	\$ 121,148	25%	\$ 295	28%	\$ 98	25%
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	\$ 132,881	28%	\$ 232	23%	\$ 69	13%
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	2,779	\$ 821,740	27%	\$ 296	19%	\$ 100	14%
ILLINOIS	452	\$ 227,109	35%	\$ 503	18%	\$ 135	5%
INDIANA (3)							
MICHIGAN	1,396	\$ 336,063	27%	\$ 241	18%	\$ 90	13%
OHIO	544	\$ 137,389	17%	\$ 253	20%	\$ 94	15%
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	1,783	\$ 556,444	27%	\$ 312	15%	\$ 117	22%
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	\$ 220,908	39%	\$ 339	16%	\$ 132	20%
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	\$ 204,460	33%	\$ 298	14%	\$ 144	16%
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	734	\$ 169,964	12%	\$ 232	14%	\$ 87	24%
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	591	\$ 458,354	29%	\$ 776	23%	\$ 82	11%
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	\$ 342,882	30%	\$ 920	27%	\$ 72	9%
<b>MOUNTAIN</b>	3,648	\$ 2,401,974	27%	\$ 658	11%	\$ 104	6%
ARIZONA	650	\$ 749,975	48%	\$ 1,154	27%	\$ 66	18%
COLORADO (3)							
IDAHO (3)							
MONTANA	747	\$ 213,439	38%	\$ 286	8%	\$ 82	-8%
NEVADA	1,366	\$ 1,128,906	15%	\$ 826	9%	\$ 183	9%
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	4,693	\$ 2,929,636	35%	\$ 624	20%	\$ 101	12%
CALIFORNIA	1,451	\$ 1,307,684	31%	\$ 901	11%	\$ 96	4%
OREGON	357	\$ 133,018	40%	\$ 373	48%	\$ 91	29%
WASHINGTON	2,311	\$ 598,693	42%	\$ 259	26%	\$ 89	24%
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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



**Data Table C**  
**Canadian Visitors to the U.S. by Province of Residence**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS		PROVINCE OF ORIGIN (1+ NIGHTS)									
	Total Canada (000s)	New- found- land (000s)	Prince Edward Island (000s)	Nova Scotia (000s)	New Brun- swick (000s)	Quebec (000s)	Ontario (000s)	Mani- toba (000s)	Saskat- chewan (000s)	Alberta (000s)	British Columbia (000s)	Yukon + North- west Territory (000s)
<b>TOTAL U.S. (NET) (1)</b>	19,964	94	36	311	373	3,401	8,737	947	42	2,140	3,476	39
<b>TOTAL U.S. (SUM) (2)</b>	27,356	150	60	489	550	4,537	12,281	1,279	624	2,965	4,375	47
<b>NEW ENGLAND</b>	2,941	24	31	231	342	1,440	764	12	5	32	59	1
CONNECTICUT (3)												
MAINE	900	10	21	134	229	353	132	3	1	9	8	
MASSACHUSETTS	662	5	6	43	47	272	242	8	1	12	28	
NEW HAMPSHIRE	472	8	4	34	50	235	131	1	2		7	1
RHODE ISLAND (3)												
VERMONT	723	1		9	13	523	170			4	4	
<b>MID ATLANTIC</b>	4,697	22	5	55	45	1,074	3,211	36	15	113	118	1
NEW JERSEY (3)												
NEW YORK	3,446	16	3	35	31	774	2,390	27	12	74	84	
PENNSYLVANIA	897	5	1	13	14	144	664	5	3	30	18	
<b>SOUTH ATLANTIC</b>	5,490	73	15	122	105	1,383	3,282	68	56	204	182	0
DELAWARE (3)												
DISTRICT OF COLUMBIA (3)												
FLORIDA	3,102	59	7	61	62	729	1,855	45	47	139	97	
GEORGIA	411	4	1	7	7	57	290	9	2	13	19	0
MARYLAND (3)												
NORTH CAROLINA (3)												
SOUTH CAROLINA (3)												
VIRGINIA	573	4	4	12	15	219	293	4	2	10	11	
WEST VIRGINIA (3)												
<b>EAST NORTH CENTRAL</b>	2,779	15	2	20	11	137	2,254	109	26	117	86	3
ILLINOIS	452	6	1	12	2	42	274	19	8	59	26	2
INDIANA (3)												
MICHIGAN	1,396	4		4	1	30	1,282	33	5	19	18	1
OHIO	544	2		2	2	38	462	6	2	15	15	
WISCONSIN (3)												
<b>WEST NORTH CENTRAL</b>	1,783			4	12	50	543	820	165	109	76	4
IOWA (3)												
KANSAS (3)												
MINNESOTA	651			1	3	10	298	272	16	32	17	2
MISSOURI (3)												
NEBRASKA (3)												
NORTH DAKOTA	686				4	3	49	475	122	29	5	
SOUTH DAKOTA (3)												
<b>EAST SOUTH CENTRAL</b>	734	1	3	7	8	38	607	21	4	30	15	
ALABAMA (3)												
KENTUCKY (3)												
MISSISSIPPI (3)												
TENNESSEE (3)												
<b>WEST SOUTH CENTRAL</b>	591	0	4	13	5	66	296	26	10	101	71	
ARKANSAS (3)												
LOUISIANA (3)												
OKLAHOMA (3)												
TEXAS	373	0	4	10	4	34	192	18	5	72	36	
<b>MOUNTAIN</b>	3,648	8	0	18	14	188	758	120	288	1,471	792	11
ARIZONA	650	2		3	8	37	171	22	48	234	122	3
COLORADO (3)												
IDAHO (3)												
MONTANA	747					3	55	15	83	507	84	
NEVADA	1,366	5	0	7	5	115	345	55	64	424	337	8
NEW MEXICO (3)												
UTAH (3)												
WYOMING (3)												
<b>PACIFIC</b>	4,693	6	0	21	9	160	566	66	77	787	2,975	27
CALIFORNIA	1,451	5		5	4	110	349	32	40	399	502	5
OREGON	357				1	6	21	2	7	62	258	
WASHINGTON	2,311	1	0	7	1	20	84	8	11	169	2,009	0
ALASKA (3)												
HAWAII (3)												

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

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

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

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

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



**Data Table D**  
**Canadian Visitors to the U.S. by Mode of Transportation**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS				
	Total Canada (000s)	MODE OF TRANSPORTATION (1+ NIGHTS)			
		Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>11,913</b>	<b>6,910</b>	<b>624</b>	<b>517</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>17,591</b>	<b>8,247</b>	<b>790</b>	<b>728</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>2,366</b>	<b>268</b>	<b>166</b>	<b>141</b>
CONNECTICUT (3)					
MAINE	900	811	26	24	40
MASSACHUSETTS	662	403	157	91	11
NEW HAMPSHIRE	472	385	16	21	50
RHODE ISLAND (3)					
VERMONT	723	641	23	26	34
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>3,586</b>	<b>807</b>	<b>178</b>	<b>125</b>
NEW JERSEY (3)					
NEW YORK	3,446	2,623	588	137	98
PENNSYLVANIA	897	756	101	17	24
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>2,839</b>	<b>2,348</b>	<b>43</b>	<b>60</b>
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,102	1,069	2,013	16	4
GEORGIA	411	296	107	1	7
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA (3)					
VIRGINIA	573	453	95	12	13
WEST VIRGINIA (3)					
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>2,074</b>	<b>450</b>	<b>134</b>	<b>121</b>
ILLINOIS	452	172	254	22	3
INDIANA (3)					
MICHIGAN	1,396	1,176	45	87	88
OHIO	544	443	72	14	15
WISCONSIN (3)					
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>1,469</b>	<b>203</b>	<b>62</b>	<b>49</b>
IOWA (3)					
KANSAS (3)					
MINNESOTA	651	540	74	29	9
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	686	657	7	14	8
SOUTH DAKOTA (3)					
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>553</b>	<b>135</b>	<b>18</b>	<b>28</b>
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>206</b>	<b>376</b>	<b>2</b>	<b>7</b>
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	373	99	269	1	4
<b>MOUNTAIN</b>	<b>3,648</b>	<b>1,862</b>	<b>1,673</b>	<b>74</b>	<b>39</b>
ARIZONA	650	222	425	2	2
COLORADO (3)					
IDAHO (3)					
MONTANA	747	676	40	12	18
NEVADA	1,366	334	988	43	2
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
<b>PACIFIC</b>	<b>4,693</b>	<b>2,636</b>	<b>1,786</b>	<b>112</b>	<b>159</b>
CALIFORNIA	1,451	304	1,124	12	12
OREGON	357	254	48	45	9
WASHINGTON	2,311	2,019	122	49	121
ALASKA (3)					
HAWAII (3)					

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

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

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



**Data Table E**  
**Canadian Visitors to the U.S. by Type of Accommodations**  
**One or More Nights - 2010**

2010 Census Region / State	TYPE OF ACCOMMODATIONS (1+ NIGHTS)						
	VISITORS 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)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>1,119</b>	<b>806</b>	<b>10,096</b>	<b>2,613</b>	<b>4,210</b>	<b>1,121</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>1,856</b>	<b>880</b>	<b>14,459</b>	<b>3,390</b>	<b>4,263</b>	<b>2,509</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>273</b>	<b>187</b>	<b>1,556</b>	<b>352</b>	<b>384</b>	<b>190</b>
CONNECTICUT (3)							
MAINE	900	108	63	549	63	58	59
MASSACHUSETTS	662	21	9	356	119	129	28
NEW HAMPSHIRE	472	49	8	240	41	87	46
RHODE ISLAND (3)							
VERMONT	723	93	105	310	72	90	53
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>309</b>	<b>110</b>	<b>2,733</b>	<b>636</b>	<b>502</b>	<b>406</b>
NEW JERSEY (3)							
NEW YORK	3,446	270	102	1,962	459	362	292
PENNSYLVANIA	697	32	7	590	112	64	92
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>214</b>	<b>73</b>	<b>2,328</b>	<b>720</b>	<b>1,464</b>	<b>691</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	98	48	1,087	523	1,139	229
GEORGIA	411	18	3	284	42	32	32
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	32	1	226	32	63	219
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>161</b>	<b>26</b>	<b>1,617</b>	<b>622</b>	<b>219</b>	<b>236</b>
ILLINOIS	452	15		328	68	17	25
INDIANA (3)							
MICHIGAN	1,396	93	23	750	331	97	103
OHIO	544	18	2	319	62	88	77
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>120</b>	<b>12</b>	<b>1,187</b>	<b>116</b>	<b>160</b>	<b>188</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	39	8	393	43	88	80
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	34	4	542	25	22	59
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>44</b>	<b>6</b>	<b>460</b>	<b>56</b>	<b>47</b>	<b>120</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>34</b>	<b>4</b>	<b>332</b>	<b>81</b>	<b>92</b>	<b>48</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	18	4	207	70	51	22
<b>MOUNTAIN</b>	<b>3,648</b>	<b>265</b>	<b>151</b>	<b>2,084</b>	<b>274</b>	<b>580</b>	<b>293</b>
ARIZONA	650	45	12	200	118	224	51
COLORADO (3)							
IDAHO (3)							
MONTANA	747	97	127	315	64	91	52
NEVADA	1,366	20	1	1,068	25	159	94
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>4,693</b>	<b>437</b>	<b>310</b>	<b>2,163</b>	<b>632</b>	<b>816</b>	<b>335</b>
CALIFORNIA	1,451	40	14	793	219	326	58
OREGON	357	28	1	135	22	92	80
WASHINGTON	2,311	353	269	987	358	173	172
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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



**Data Table F**  
**Canadian Visitors to the U.S. by Purpose of Trip**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS		PURPOSE OF TRIP (1+ NIGHTS)		
	Total Canada (000s)	Business/ Convention (000s)	Visit Friends or Relatives (4) (000s)	Holiday/ Vacation (5) (000s)	Other (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>2,272</b>	<b>3,385</b>	<b>12,434</b>	<b>1,872</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>2,645</b>	<b>4,360</b>	<b>18,085</b>	<b>2,266</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>168</b>	<b>472</b>	<b>2,018</b>	<b>283</b>
CONNECTICUT (3)					
MAINE	900	16	100	644	140
MASSACHUSETTS	662	91	157	354	60
NEW HAMPSHIRE	472	12	54	366	40
RHODE ISLAND (3)					
VERMONT	723	16	112	564	31
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>422</b>	<b>787</b>	<b>2,904</b>	<b>583</b>
NEW JERSEY (3)					
NEW YORK	3,446	272	554	2,151	469
PENNSYLVANIA	897	95	150	557	95
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>488</b>	<b>618</b>	<b>4,251</b>	<b>133</b>
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,102	207	326	2,505	65
GEORGIA	411	58	55	287	11
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA (3)					
VIRGINIA	573	50	59	448	16
WEST VIRGINIA (3)					
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>459</b>	<b>742</b>	<b>1,229</b>	<b>349</b>
ILLINOIS	452	144	103	170	35
INDIANA (3)					
MICHIGAN	1,396	139	425	609	223
OHIO	544	108	124	269	43
WISCONSIN (3)					
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>144</b>	<b>235</b>	<b>1,079</b>	<b>326</b>
IOWA (3)					
KANSAS (3)					
MINNESOTA	651	53	92	407	100
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	686	17	49	430	190
SOUTH DAKOTA (3)					
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>91</b>	<b>102</b>	<b>524</b>	<b>18</b>
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>185</b>	<b>120</b>	<b>258</b>	<b>28</b>
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	373	130	80	141	22
<b>MOUNTAIN</b>	<b>3,648</b>	<b>321</b>	<b>432</b>	<b>2,716</b>	<b>179</b>
ARIZONA	650	58	125	450	17
COLORADO (3)					
IDAHO (3)					
MONTANA	747	16	96	565	70
NEVADA	1,366	151	79	1,094	43
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
<b>PACIFIC</b>	<b>4,693</b>	<b>369</b>	<b>852</b>	<b>3,106</b>	<b>366</b>
CALIFORNIA	1,451	217	310	865	59
OREGON	357	19	56	261	20
WASHINGTON	2,311	106	465	1,473	267
ALASKA (3)					
HAWAII (3)					

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

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

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

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

(4) *Holiday/Vacation* includes holiday/vacation, visit second home/cottage/condo, and attend events, attractions.

(5) *Other* includes personal (medical, wedding, etc.), transit to/from other parts of Canada, educational study, shopping, and other.

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



Data Table G1  
Canadian Visitors to the U.S. by Activity  
One or More Nights - 2010

2010 Census Region / State	VISITORS Total Canada (000s)	ACTIVITY ON U.S. TRIP (1+ NIGHTS)					
		Shopping (000s)	Sightsee (000s)	Visit Friends/ Relatives (000s)	Participate in Sports/ Outdoor Activities (000s)	Visit an Historic Site (000s)	Go to a Bar or Night Club (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>14,896</b>	<b>8,781</b>	<b>7,021</b>	<b>5,867</b>	<b>4,288</b>	<b>4,500</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>21,061</b>	<b>13,965</b>	<b>10,751</b>	<b>9,025</b>	<b>7,665</b>	<b>6,384</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>2,126</b>	<b>1,414</b>	<b>911</b>	<b>991</b>	<b>790</b>	<b>413</b>
CONNECTICUT (3)							
MAINE	900	706	400	215	308	177	84
MASSACHUSETTS	662	493	421	286	140	303	160
NEW HAMPSHIRE	472	360	237	98	171	108	62
RHODE ISLAND (3)							
VERMONT	723	439	251	206	334	130	74
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>3,425</b>	<b>2,070</b>	<b>1,530</b>	<b>1,191</b>	<b>1,214</b>	<b>938</b>
NEW JERSEY (3)							
NEW YORK	3,446	2,472	1,436	1,033	843	821	696
PENNSYLVANIA	897	700	437	352	271	282	169
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>4,497</b>	<b>3,059</b>	<b>2,600</b>	<b>2,539</b>	<b>1,371</b>	<b>1,285</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	2,585	1,672	1,459	1,402	531	768
GEORGIA	411	348	258	232	205	133	101
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	468	303	274	286	206	110
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>1,916</b>	<b>1,075</b>	<b>1,215</b>	<b>602</b>	<b>541</b>	<b>533</b>
ILLINOIS	452	307	271	190	82	144	148
INDIANA (3)							
MICHIGAN	1,396	938	392	594	263	165	183
OHIO	544	394	215	252	160	112	119
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>1,429</b>	<b>656</b>	<b>524</b>	<b>344</b>	<b>400</b>	<b>389</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	485	203	171	134	97	147
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	600	160	115	89	72	117
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>630</b>	<b>490</b>	<b>387</b>	<b>340</b>	<b>268</b>	<b>230</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>454</b>	<b>360</b>	<b>302</b>	<b>189</b>	<b>290</b>	<b>213</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	271	196	197	113	158	125
<b>MOUNTAIN</b>	<b>3,648</b>	<b>2,971</b>	<b>2,357</b>	<b>1,364</b>	<b>1,340</b>	<b>1,317</b>	<b>1,355</b>
ARIZONA	650	559	448	379	355	342	191
COLORADO (3)							
IDAHO (3)							
MONTANA	747	597	356	287	322	213	192
NEVADA	1,366	1,145	1,008	316	284	352	734
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>4,693</b>	<b>3,615</b>	<b>2,485</b>	<b>1,920</b>	<b>1,489</b>	<b>1,475</b>	<b>1,030</b>
CALIFORNIA	1,451	1,165	958	724	466	552	395
OREGON	357	269	244	149	127	162	88
WASHINGTON	2,311	1,665	777	901	531	388	328
ALASKA (3)							
HAWAII (3)							

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

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

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



**Data Table G1**  
**Canadian Visitors to the U.S. by Activity**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS Total Canada (000s)	ACTIVITY ON U.S. TRIP (1+ NIGHTS)					
		Shopping (000s)	Sightsee (000s)	Visit Friends/ Relatives (000s)	Participate in Sports/ Outdoor Activities (000s)	Visit an Historic Site (000s)	Go to a Bar or Night Club (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>14,896</b>	<b>8,781</b>	<b>7,021</b>	<b>5,867</b>	<b>4,288</b>	<b>4,500</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>21,061</b>	<b>13,965</b>	<b>10,751</b>	<b>9,025</b>	<b>7,665</b>	<b>6,384</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>2,126</b>	<b>1,414</b>	<b>911</b>	<b>991</b>	<b>790</b>	<b>413</b>
CONNECTICUT (3)							
MAINE	900	706	400	215	308	177	84
MASSACHUSETTS	662	493	421	286	140	303	160
NEW HAMPSHIRE	472	360	237	98	171	108	62
RHODE ISLAND (3)							
VERMONT	723	439	251	206	334	130	74
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>3,425</b>	<b>2,070</b>	<b>1,530</b>	<b>1,191</b>	<b>1,214</b>	<b>938</b>
NEW JERSEY (3)							
NEW YORK	3,446	2,472	1,436	1,033	843	821	696
PENNSYLVANIA	897	700	437	352	271	282	169
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>4,497</b>	<b>3,059</b>	<b>2,600</b>	<b>2,539</b>	<b>1,371</b>	<b>1,285</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	2,585	1,672	1,459	1,402	531	768
GEORGIA	411	348	258	232	205	133	101
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	468	303	274	286	206	110
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>1,916</b>	<b>1,075</b>	<b>1,215</b>	<b>602</b>	<b>541</b>	<b>533</b>
ILLINOIS	452	307	271	190	82	144	148
INDIANA (3)							
MICHIGAN	1,396	938	392	594	263	165	183
OHIO	544	394	215	252	160	112	119
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>1,429</b>	<b>656</b>	<b>524</b>	<b>344</b>	<b>400</b>	<b>389</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	485	203	171	134	97	147
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	600	160	115	89	72	117
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>630</b>	<b>490</b>	<b>387</b>	<b>340</b>	<b>268</b>	<b>230</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>454</b>	<b>360</b>	<b>302</b>	<b>189</b>	<b>290</b>	<b>213</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	271	196	197	113	158	125
<b>MOUNTAIN</b>	<b>3,648</b>	<b>2,971</b>	<b>2,357</b>	<b>1,364</b>	<b>1,340</b>	<b>1,317</b>	<b>1,355</b>
ARIZONA	650	559	448	379	355	342	191
COLORADO (3)							
IDAHO (3)							
MONTANA	747	597	356	287	322	213	192
NEVADA	1,366	1,145	1,008	316	284	352	734
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>4,693</b>	<b>3,615</b>	<b>2,485</b>	<b>1,920</b>	<b>1,489</b>	<b>1,475</b>	<b>1,030</b>
CALIFORNIA	1,451	1,165	958	724	466	552	395
OREGON	357	269	244	149	127	162	88
WASHINGTON	2,311	1,665	777	901	531	388	328
ALASKA (3)							
HAWAII (3)							

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

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

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



**Data Table G2**  
**Canadian Visitors to the U.S. by Activity**  
**One or More Nights - 2010**

2010 Census Region / State	ACTIVITY ON U.S. TRIP (1+ NIGHTS)						
	National or State Nature Park (000s)	Visit a Museum or Art Gallery (000s)	Visit A Theme Park (000s)	Attend Cultural Events (000s)	Go to a Casino (000s)	Zoo, Aquarium or Botanical Garden (000s)	Golfing (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>3,682</b>	<b>3,274</b>	<b>2,375</b>	<b>2,540</b>	<b>2,959</b>	<b>2,168</b>	<b>1,850</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>6,374</b>	<b>5,467</b>	<b>3,591</b>	<b>3,899</b>	<b>4,610</b>	<b>3,468</b>	<b>3,094</b>
<b>NEW ENGLAND</b>	<b>597</b>	<b>504</b>	<b>210</b>	<b>210</b>	<b>94</b>	<b>167</b>	<b>104</b>
CONNECTICUT (3)							
MAINE	151	107	95	42	30	28	28
MASSACHUSETTS	117	206	27	83	21	82	17
NEW HAMPSHIRE	139	57	40	29	19	18	17
RHODE ISLAND (3)							
VERMONT	155	84	28	28	10	28	32
<b>MID ATLANTIC</b>	<b>798</b>	<b>929</b>	<b>359</b>	<b>628</b>	<b>473</b>	<b>338</b>	<b>257</b>
NEW JERSEY (3)							
NEW YORK	577	645	208	486	339	232	134
PENNSYLVANIA	158	205	102	109	75	88	113
<b>SOUTH ATLANTIC</b>	<b>1,088</b>	<b>1,026</b>	<b>1,567</b>	<b>706</b>	<b>395</b>	<b>1,059</b>	<b>1,178</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	547	417	1,160	396	255	639	630
GEORGIA	94	85	107	72	15	76	101
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	127	145	96	78	50	90	128
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>373</b>	<b>505</b>	<b>282</b>	<b>290</b>	<b>280</b>	<b>239</b>	<b>178</b>
ILLINOIS	67	159	60	78	33	72	25
INDIANA (3)							
MICHIGAN	132	146	63	105	167	66	83
OHIO	92	101	119	60	28	57	40
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>331</b>	<b>272</b>	<b>141</b>	<b>154</b>	<b>416</b>	<b>185</b>	<b>131</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	84	84	72	48	208	56	57
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	68	56	43	26	96	45	20
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>201</b>	<b>174</b>	<b>158</b>	<b>139</b>	<b>94</b>	<b>98</b>	<b>118</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>172</b>	<b>173</b>	<b>72</b>	<b>133</b>	<b>110</b>	<b>88</b>	<b>73</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	94	103	39	83	40	58	47
<b>MOUNTAIN</b>	<b>1,349</b>	<b>852</b>	<b>278</b>	<b>957</b>	<b>1,875</b>	<b>487</b>	<b>638</b>
ARIZONA	321	208	44	119	232	118	222
COLORADO (3)							
IDAHO (3)							
MONTANA	267	124	38	63	132	27	116
NEVADA	345	276	131	614	1,215	234	149
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>1,464</b>	<b>1,031</b>	<b>523</b>	<b>682</b>	<b>874</b>	<b>810</b>	<b>418</b>
CALIFORNIA	488	435	378	260	298	425	182
OREGON	168	103	28	42	128	59	42
WASHINGTON	417	277	72	168	420	123	133
ALASKA (3)							
HAWAII (3)							

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

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

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



**Data Table G3**  
**Canadian Visitors to the U.S. by Activity**  
**One or More Nights - 2010**

2010 Census Region / State	ACTIVITY ON TRIP (1+ NIGHTS)						
	Attend a Festival or Fair (000s)	Attend Sports Event (000s)	Boating: Motor, Sail Boat, Other (000s)	Fishing (000s)	Downhill Skiing or Snow Boarding (000s)	Hunting (000s)	No Activity Stated (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>1,477</b>	<b>1,745</b>	<b>1,223</b>	<b>365</b>	<b>265</b>	<b>26</b>	<b>1,337</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>2,464</b>	<b>2,743</b>	<b>1,617</b>	<b>594</b>	<b>295</b>	<b>55</b>	<b>1,795</b>
<b>NEW ENGLAND</b>	<b>227</b>	<b>231</b>	<b>192</b>	<b>75</b>	<b>80</b>	<b>8</b>	<b>148</b>
CONNECTICUT (3)							
MAINE	50	45	46	26	19	2	46
MASSACHUSETTS	62	95	36	8	1	1	30
NEW HAMPSHIRE	44	40	12	11	8	1	15
RHODE ISLAND (3)							
VERMONT	45	24	90	27	52	4	42
<b>MID ATLANTIC</b>	<b>322</b>	<b>382</b>	<b>246</b>	<b>81</b>	<b>88</b>	<b>9</b>	<b>390</b>
NEW JERSEY (3)							
NEW YORK	228	264	198	48	86	6	281
PENNSYLVANIA	81	93	39	26	3	4	69
<b>SOUTH ATLANTIC</b>	<b>584</b>	<b>561</b>	<b>476</b>	<b>203</b>	<b>3</b>	<b>11</b>	<b>336</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	308	294	312	121	1	4	153
GEORGIA	62	68	31	15	1	1	48
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	65	53	46	25	2	2	30
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>250</b>	<b>344</b>	<b>96</b>	<b>42</b>	<b>5</b>	<b>5</b>	<b>324</b>
ILLINOIS	52	86	12	3	1		48
INDIANA (3)							
MICHIGAN	99	120	44	16	2	4	154
OHIO	55	84	22	13	2	1	75
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>103</b>	<b>232</b>	<b>52</b>	<b>33</b>	<b>9</b>	<b>5</b>	<b>94</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	30	85	22	6	7	1	31
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	21	56	12	7	2		30
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>102</b>	<b>106</b>	<b>49</b>	<b>28</b>		<b>1</b>	<b>119</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>88</b>	<b>66</b>	<b>38</b>	<b>8</b>	<b>2</b>	<b>6</b>	<b>68</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	47	43	25	5		5	47
<b>MOUNTAIN</b>	<b>338</b>	<b>460</b>	<b>159</b>	<b>38</b>	<b>87</b>	<b>9</b>	<b>94</b>
ARIZONA	86	137	25	6	2	2	24
COLORADO (3)							
IDAHO (3)							
MONTANA	66	73	77	14	45	2	26
NEVADA	76	122	24	3	5	2	16
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>450</b>	<b>362</b>	<b>310</b>	<b>88</b>	<b>20</b>	<b>1</b>	<b>223</b>
CALIFORNIA	175	142	56	11	5		59
OREGON	34	29	14	10	3		13
WASHINGTON	164	159	100	32	10	1	147
ALASKA (3)							
HAWAII (3)							

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

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

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



Data Table H1  
Canadian Visitors to the U.S. by Age Groups  
One or More Nights - 2010

2010 Census Region / State	VISITORS Total Canada (000s)	AGE OF PERSONS IN TRAVEL PARTY (1+ NIGHTS)						Age/Sex Not Stated (000s)
		Under 12 (000s)	12 - 19 (000s)	Under 20 (NET) (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>1,197</b>	<b>938</b>	<b>2,136</b>	<b>2,253</b>	<b>6,267</b>	<b>8,105</b>	<b>1,204</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>1,543</b>	<b>1,180</b>	<b>2,722</b>	<b>2,800</b>	<b>7,931</b>	<b>12,380</b>	<b>1,523</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>208</b>	<b>140</b>	<b>347</b>	<b>292</b>	<b>919</b>	<b>1,218</b>	<b>167</b>
CONNECTICUT (3)								
MAINE	900	76	47	122	69	266	403	41
MASSACHUSETTS	662	37	30	66	81	202	262	51
NEW HAMPSHIRE	472	35	14	49	47	160	186	30
RHODE ISLAND (3)								
VERMONT	723	49	39	87	75	227	300	34
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>266</b>	<b>249</b>	<b>514</b>	<b>541</b>	<b>1,480</b>	<b>1,890</b>	<b>272</b>
NEW JERSEY (3)								
NEW YORK	3,446	192	182	374	430	1,107	1,328	208
PENNSYLVANIA	897	44	46	90	73	254	446	35
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>375</b>	<b>244</b>	<b>620</b>	<b>468</b>	<b>1,490</b>	<b>2,610</b>	<b>303</b>
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	3,102	276	155	431	277	919	1,324	152
GEORGIA	411	16	10	26	27	87	244	27
MARYLAND (3)								
NORTH CAROLINA (3)								
SOUTH CAROLINA (3)								
VIRGINIA	573	27	23	50	43	128	318	35
WEST VIRGINIA (3)								
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>140</b>	<b>119</b>	<b>259</b>	<b>312</b>	<b>886</b>	<b>1,144</b>	<b>179</b>
ILLINOIS	452	24	16	40	74	190	125	24
INDIANA (3)								
MICHIGAN	1,396	68	61	129	141	413	606	108
OHIO	544	35	24	59	57	175	224	30
WISCONSIN (3)								
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>146</b>	<b>90</b>	<b>236</b>	<b>169</b>	<b>480</b>	<b>809</b>	<b>89</b>
IOWA (3)								
KANSAS (3)								
MINNESOTA	651	44	33	77	59	164	312	39
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	686	82	44	126	62	205	262	31
SOUTH DAKOTA (3)								
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>36</b>	<b>31</b>	<b>67</b>	<b>53</b>	<b>186</b>	<b>395</b>	<b>33</b>
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>10</b>	<b>15</b>	<b>25</b>	<b>85</b>	<b>180</b>	<b>276</b>	<b>25</b>
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	373	8	12	20	55	107	171	21
<b>MOUNTAIN</b>	<b>3,648</b>	<b>124</b>	<b>98</b>	<b>222</b>	<b>405</b>	<b>1,005</b>	<b>1,829</b>	<b>188</b>
ARIZONA	650	18	17	35	44	150	393	28
COLORADO (3)								
IDAHO (3)								
MONTANA	747	55	33	89	68	190	363	37
NEVADA	1,366	22	31	53	217	462	546	89
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
<b>PACIFIC</b>	<b>4,693</b>	<b>238</b>	<b>194</b>	<b>432</b>	<b>477</b>	<b>1,307</b>	<b>2,209</b>	<b>269</b>
CALIFORNIA	1,451	90	57	146	188	467	563	88
OREGON	357	12	10	22	32	82	197	26
WASHINGTON	2,311	113	106	219	179	595	1,194	124
ALASKA (3)								
HAWAII (3)								

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

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

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

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

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



**Data Table H2**  
**Canadian Visitors to the U.S. by Male Age Groups**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS Total Canada (000s)	AGE OF MALES IN TRAVEL PARTY (1+ NIGHTS)					Age/Sex Not Stated (000s)
		Total Males (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>8,647</b>	<b>---</b>	<b>---</b>	<b>---</b>	<b>---</b>	<b>1,204</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>12,141</b>	<b>1,313</b>	<b>1,189</b>	<b>3,712</b>	<b>5,926</b>	<b>1,523</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>1,261</b>	<b>163</b>	<b>115</b>	<b>438</b>	<b>545</b>	<b>167</b>
CONNECTICUT (3)							
MAINE	900	370	57	20	115	178	41
MASSACHUSETTS	662	284	27	36	103	120	51
NEW HAMPSHIRE	472	213	24	21	81	87	30
RHODE ISLAND (3)							
VERMONT	723	315	43	28	107	137	34
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>2,029</b>	<b>241</b>	<b>200</b>	<b>704</b>	<b>883</b>	<b>272</b>
NEW JERSEY (3)							
NEW YORK	3,446	1,445	179	153	512	601	208
PENNSYLVANIA	897	435	41	34	134	227	35
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>2,523</b>	<b>317</b>	<b>208</b>	<b>707</b>	<b>1,292</b>	<b>303</b>
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	1,360	213	114	415	618	152
GEORGIA	411	187	15	10	42	120	27
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	280	28	22	63	167	35
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>1,250</b>	<b>128</b>	<b>143</b>	<b>431</b>	<b>549</b>	<b>179</b>
ILLINOIS	452	222	21	35	103	63	24
INDIANA (3)							
MICHIGAN	1,396	584	63	59	186	276	108
OHIO	544	268	33	28	91	116	30
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>810</b>	<b>109</b>	<b>77</b>	<b>229</b>	<b>396</b>	<b>89</b>
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	297	33	26	83	154	39
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	288	58	22	85	123	31
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>362</b>	<b>36</b>	<b>28</b>	<b>95</b>	<b>203</b>	<b>33</b>
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>300</b>	<b>17</b>	<b>47</b>	<b>100</b>	<b>136</b>	<b>25</b>
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	180	12	29	58	81	21
<b>MOUNTAIN</b>	<b>3,648</b>	<b>1,616</b>	<b>112</b>	<b>174</b>	<b>433</b>	<b>897</b>	<b>188</b>
ARIZONA	650	302	17	22	66	197	28
COLORADO (3)							
IDAHO (3)							
MONTANA	747	325	47	30	71	176	37
NEVADA	1,366	566	26	86	196	259	89
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	<b>4,693</b>	<b>1,991</b>	<b>191</b>	<b>197</b>	<b>576</b>	<b>1,027</b>	<b>269</b>
CALIFORNIA	1,451	623	58	77	228	259	88
OREGON	357	166	13	13	44	96	26
WASHINGTON	2,311	963	98	73	238	554	124
ALASKA (3)							
HAWAII (3)							

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

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

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



Data Table H3  
Canadian Visitors to the U.S. by Female Age Groups  
One or More Nights - 2010

2010 Census Region / State	VISITORS Total Canada (000s)	AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS)					Age/Sex Not Stated (000s)
		Total Females (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
<b>TOTAL U.S. (NET) (1)</b>	19,964	10,113	---	---	---	---	1,204
<b>TOTAL U.S. (SUM) (2)</b>	27,356	13,692	1,409	1,611	4,219	6,454	1,523
<b>NEW ENGLAND</b>	2,941	1,514	184	177	481	672	167
CONNECTICUT (3)							
MAINE	900	489	65	48	151	225	41
MASSACHUSETTS	662	327	40	45	99	143	51
NEW HAMPSHIRE	472	230	25	26	79	99	30
RHODE ISLAND (3)							
VERMONT	723	375	45	47	120	163	34
<b>MID ATLANTIC</b>	4,697	2,396	273	341	776	1,007	272
NEW JERSEY (3)							
NEW YORK	3,446	1,793	195	277	595	727	208
PENNSYLVANIA	897	428	49	39	120	219	35
<b>SOUTH ATLANTIC</b>	5,490	2,664	303	260	783	1,319	303
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	3,102	1,590	217	163	505	706	152
GEORGIA	411	196	11	17	45	124	27
MARYLAND (3)							
NORTH CAROLINA (3)							
SOUTH CAROLINA (3)							
VIRGINIA	573	258	22	21	65	151	35
WEST VIRGINIA (3)							
<b>EAST NORTH CENTRAL</b>	2,779	1,350	131	168	456	598	179
ILLINOIS	452	206	19	39	86	62	24
INDIANA (3)							
MICHIGAN	1,396	704	66	82	226	330	108
OHIO	544	247	26	29	84	107	30
WISCONSIN (3)							
<b>WEST NORTH CENTRAL</b>	1,783	884	127	92	251	413	89
IOWA (3)							
KANSAS (3)							
MINNESOTA	651	316	44	33	81	158	39
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	686	366	67	40	120	139	31
SOUTH DAKOTA (3)							
<b>EAST SOUTH CENTRAL</b>	734	340	31	25	91	193	33
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
<b>WEST SOUTH CENTRAL</b>	591	266	8	38	80	140	25
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	373	172	8	26	49	89	21
<b>MOUNTAIN</b>	3,648	1,845	110	230	572	932	188
ARIZONA	650	320	18	22	83	196	28
COLORADO (3)							
IDAHO (3)							
MONTANA	747	385	41	38	119	188	37
NEVADA	1,366	712	27	131	266	288	89
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
<b>PACIFIC</b>	4,693	2,434	242	280	730	1,182	269
CALIFORNIA	1,451	741	88	111	238	304	88
OREGON	357	165	9	18	37	101	26
WASHINGTON	2,311	1,224	121	106	357	641	124
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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



Data Table I  
Canadian Visitors to the U.S. by Nights Spent in State  
One or More Nights - 2010

2010 Census Region / State	VISITORS Total Canada Day & Overnight (000s)	DAY-TRIPS Same Day (000s)	NIGHTS SPENT IN U.S. DESTINATION (1+ NIGHTS)					Average Nights Per Visit
			TOTAL 1+ Nights (NET) (000s)	One Night (000s)	Two to Six Nights (000s)	Seven to Thirteen Nights (000s)	Fourteen or More Nights (000s)	
<b>TOTAL U.S. (NET) (1)</b>	44,903	24,939	19,964	1,920	11,226	4,450	2,369	8.1
<b>TOTAL U.S. (SUM) (2)</b>	42,663	15,929	29,146	7,213	15,911	3,996	2,026	---
<b>NEW ENGLAND</b>	5,109	2,168	2,941	755	1,844	301	42	3.3
CONNECTICUT (3)								
MAINE	1,107	207	900	216	550	121	13	3.4
MASSACHUSETTS	915	252	662	104	482	65	11	3.7
NEW HAMPSHIRE	1,034	562	472	156	271	42	3	2.8
RHODE ISLAND (3)								
VERMONT	1,761	1,037	723	215	446	54	9	2.9
<b>MID ATLANTIC</b>	8,577	3,881	4,697	1,375	3,011	256	55	2.8
NEW JERSEY (3)								
NEW YORK	6,161	2,715	3,446	930	2,303	175	38	2.8
PENNSYLVANIA	1,830	933	897	362	491	36		2.5
<b>SOUTH ATLANTIC</b>	8,897	3,407	5,490	1,027	1,729	1,665	1,069	11.6
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	3,477	375	3,102	77	687	1,370	968	17.4
GEORGIA	986	575	411	191	188	20	13	3.0
MARYLAND (3)								
NORTH CAROLINA (3)								
SOUTH CAROLINA (3)								
VIRGINIA	1,035	463	573	237	268	58	10	3.4
WEST VIRGINIA (3)								
<b>EAST NORTH CENTRAL</b>	5,062	2,283	2,779	960	1,620	171	29	3.0
ILLINOIS	834	382	452	113	301	31	8	3.7
INDIANA (3)								
MICHIGAN	2,439	1,043	1,396	477	825	85	9	2.7
OHIO	957	413	544	219	292	30	3	2.7
WISCONSIN (3)								
<b>WEST NORTH CENTRAL</b>	2,471	687	1,783	555	1,145	66	18	2.7
IOWA (3)								
KANSAS (3)								
MINNESOTA	918	266	651	185	438	27	1	2.6
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	905	219	686	206	469	9		2.1
SOUTH DAKOTA (3)								
<b>EAST SOUTH CENTRAL</b>	1,326	593	734	363	320	40	11	2.6
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
<b>WEST SOUTH CENTRAL</b>	787	196	591	112	319	97	63	9.5
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	488	115	373	54	195	69	56	12.8
<b>MOUNTAIN</b>	4,636	988	3,648	617	2,258	538	235	6.3
ARIZONA	836	186	650	42	225	212	172	17.4
COLORADO (3)								
IDAHO (3)								
MONTANA	856	110	747	185	465	75	22	3.5
NEVADA	1,481	115	1,366	95	1,077	172	22	4.5
NEW MEXICO (3)								
LITAH (3)								
WYOMING (3)								
<b>PACIFIC</b>	5,798	1,727	4,693	1,449	3,666	864	506	6.2
CALIFORNIA	1,692	864	1,451	724	1,833	432	253	9.4
OREGON	445	88	357	85	213	49	10	4.1
WASHINGTON	2,875	565	2,311	620	1,534	121	35	2.9
ALASKA (3)								
HAWAII (3)								

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

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

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

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

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



**Data Table J**  
**Canadian Visitors to the U.S. by Season of Visit**  
**One or More Nights - 2010**

2010 Census Region / State	VISITORS Total Canada (000s)	QUARTER OF VISIT (1+ NIGHTS)			
		Quarter 1 (Jan-Mar) (000s)	Quarter 2 (Apr-Jun) (000s)	Quarter 3 (Jul-Sep) (000s)	Quarter 4 (Oct-Dec) (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>19,964</b>	<b>4,338</b>	<b>4,891</b>	<b>6,419</b>	<b>4,318</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>27,356</b>	<b>6,162</b>	<b>7,022</b>	<b>8,398</b>	<b>5,774</b>
<b>NEW ENGLAND</b>	<b>2,941</b>	<b>303</b>	<b>638</b>	<b>1,482</b>	<b>519</b>
CONNECTICUT (3)					
MAINE	900	73	178	504	146
MASSACHUSETTS	662	78	156	310	119
NEW HAMPSHIRE	472	34	108	240	89
RHODE ISLAND (3)					
VERMONT	723	96	155	350	122
<b>MID ATLANTIC</b>	<b>4,697</b>	<b>755</b>	<b>1,238</b>	<b>1,723</b>	<b>980</b>
NEW JERSEY (3)					
NEW YORK	3,446	552	860	1,322	712
PENNSYLVANIA	897	152	283	264	198
<b>SOUTH ATLANTIC</b>	<b>5,490</b>	<b>1,987</b>	<b>1,388</b>	<b>938</b>	<b>1,178</b>
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	3,102	1,309	743	402	648
GEORGIA	411	150	126	68	67
MARYLAND (3)					
NORTH CAROLINA (3)					
SOUTH CAROLINA (3)					
VIRGINIA	573	171	157	131	114
WEST VIRGINIA (3)					
<b>EAST NORTH CENTRAL</b>	<b>2,779</b>	<b>442</b>	<b>691</b>	<b>995</b>	<b>652</b>
ILLINOIS	452	78	134	154	85
INDIANA (3)					
MICHIGAN	1,396	200	343	514	340
OHIO	544	117	132	163	133
WISCONSIN (3)					
<b>WEST NORTH CENTRAL</b>	<b>1,783</b>	<b>273</b>	<b>464</b>	<b>677</b>	<b>389</b>
IOWA (3)					
KANSAS (3)					
MINNESOTA	651	73	154	301	124
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	686	132	150	242	161
SOUTH DAKOTA (3)					
<b>EAST SOUTH CENTRAL</b>	<b>734</b>	<b>235</b>	<b>235</b>	<b>129</b>	<b>134</b>
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
<b>WEST SOUTH CENTRAL</b>	<b>591</b>	<b>116</b>	<b>215</b>	<b>114</b>	<b>146</b>
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	373	74	126	85	88
<b>MOUNTAIN</b>	<b>3,648</b>	<b>918</b>	<b>1,055</b>	<b>888</b>	<b>787</b>
ARIZONA	650	280	193	45	133
COLORADO (3)					
IDAHO (3)					
MONTANA	747	119	172	329	127
NEVADA	1,366	353	406	253	354
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
<b>PACIFIC</b>	<b>4,693</b>	<b>1,133</b>	<b>1,099</b>	<b>1,452</b>	<b>1,011</b>
CALIFORNIA	1,451	426	366	324	336
OREGON	357	99	81	104	73
WASHINGTON	2,311	402	568	887	454
ALASKA (3)					
HAWAII (3)					

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