



# Travel to the United States from Canada

**2010-2014 Special Analysis**  
5-Year averages for all 50 states + DC



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# TABLE OF CONTENTS

	Page
<b>INTRODUCTION</b> .....	<b>4</b>
<b>EXECUTIVE SUMMARY</b> .....	<b>6</b>
<b>DETAILED FINDINGS</b> .....	<b>8</b>
TRAVELER METRICS .....	8
Visitors .....	8
Visitor Nights .....	9
Visitor Spending .....	9
TRIP CHARACTERISTICS .....	10
Province of Residence .....	10
Purpose of Trip .....	11
Mode of Transportation .....	15
Accommodations .....	16
Season/Month of Travel.....	17
TRAVELER DEMOGRAPHICS .....	18
Composition and Size of Travel Party .....	18
Gender .....	20
<b>APPENDICES</b> .....	<b>21</b>
APPENDIX A: BACKGROUND AND METHODOLOGY .....	22
APPENDIX B: NTTO WEBSITE.....	32
APPENDIX C: RESEARCH AND MARKETING ASSISTANCE.....	33
APPENDIX D: 2010-2014 AVERAGES DATA TABLES .....	35
Appendix D: Data Table A Visitors, Visitor Nights, Average Nights .....	36
Appendix D: Data Table B Visitor Spending .....	37
Appendix D: Data Table C Province of Residence .....	38
Appendix D: Data Table D Mode of Transportation .....	39
Appendix D: Data Table F Trip Purpose.....	41
Appendix D: Data Table G1 Activities .....	42
Appendix D: Data Table G2 Activities (continued) .....	43
Appendix D: Data Table G3 Activities (continued) .....	44
Appendix D: Data Table H1 Age Groups .....	45
Appendix D: Data Table H2 Male Age Groups .....	46
Appendix D: Data Table H3 Female Age Groups.....	47
Appendix D: Data Table I Nights Spent in State.....	48
Appendix D: Data Table J Quarter of Year of Visit .....	49
Appendix D: Data Table K Sample Size for U.S. Regions and States .....	50
APPENDIX E: SURVEY QUESTIONNAIRE .....	51
APPENDIX F: IMPLICATIONS OF THE 2013 SURVEY QUESTIONNAIRE CHANGE.....	56



<b>CHARTS</b>	<b>Page</b>
Chart 1: Canadian Traveler Volume to the United States—1990-2014.....	8
Chart 2: Travel Volume Metrics—Canada Visitors to USA by Destination Visited.....	8
Chart 3: Traveler Spending Metrics—Canada Visitors to USA by Destination Visited.....	9
Chart 4: Province of Origin of Canada Visitors to USA by Destination Visited .....	10
Chart 5: Main Purpose of Trip by Destination Visited .....	11
Chart 6: Activities During Trip by Destination Visited .....	13
Chart 7: Length of Stay of Canada Visitors to USA by Destination Visited.....	14
Chart 8: Mode of Transportation of Canada Visitors to USA by Destination Visited.....	15
Chart 9: Type of Accommodations of Canada Visitors to USA by Destination Visited.....	16
Chart 10: Month of Travel.....	17
Chart 11: Quarter of Travel by Destination Visited .....	17
Chart 12: Composition of Travel Party .....	18
Chart 13: Change in Traveler Volume vs. Change in Travel Party Volume (y-o-y % change; 1+ nights) ...	18
Chart 14: Traveler Age.....	19
Chart 15: Age of Travelers by Destination Visited.....	19



## INTRODUCTION

This edition of *Travel to the United States from Canada—2010-2014 Special Analysis* supplements the ongoing series of annual reports begun in 1980 by providing a first-time presentation of state-level data for all 50 states plus the District of Columbia. The annual reports only report data and trends for states meeting a minimum sample size threshold. Typically, data are released for fewer than two dozen states in any year. The National Travel and Tourism Office wishes to thank the International Travel Section of Statistics Canada for providing the data used in this report.

This report provides a comprehensive analysis of Canadian travelers staying one or more nights in the United States based on annual data collected from quarterly surveys during 2010-2014. All data are based on five-year averages using actual volumes provided by Statistics Canada, therefore the data are implicitly “volume-weighted” over the five years. This special analysis is useful for all destinations, especially destinations small in geographic size or otherwise with smaller annual sample size levels because it provides an estimate based on five-year averages for all destinations and thus eliminates issues of year-to-year changes that may be more due to “normal” or expected sampling error, rather than on real changes. Canada data at the national level and state level for states with robust sample size are very consistent over the years, thus the five-year averages reported here for states that have never seen state-level data can feel comfortable that the data provided are reasonable estimates of actual volumes and corresponding shares and rankings.

**Unless specifically mentioned, all data references reflect the volume-weighted average over the 2010-2014 period.**

The overnight travel segment accounted for 42 percent of visitors, but a much higher share of state visits and nearly all of visitor spending. This analysis is based on a total sample size of 83,716 voluntary responses (trip records) to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey, a survey program that distributes survey questionnaires to Canadian residents as they return from their international trip.

This special 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. Traveler volume and characteristics are reported in the data tables for nine United States regions and all 50 states plus the District of Columbia regardless of sample size.

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 at a national level over the past five years (or longer where appropriate) to give a sense of how “average” the reported average compares to the entire distribution of data;
  - 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, and in their 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, and 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 individual years and for states with sufficient sample size are available as individual PDF files downloadable directly from the <https://travel.trade.gov> website. If interested, go to the *Inbound* page, and click on *Canada* in the Country Profiles section.

**IMPORTANT TECHNICAL NOTE:** The reader should note that two Canadian traveler volume totals will be used throughout the report and Appendix D:—Data Tables. The official visitor count (one or more nights) average for 2010-2014 of 22,087,000 (United States net), is 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 30,197,000 (U.S. sum). Another way to view this is 22,087,000 *net* overnight travelers visited an average

1.4 states to produce 30,197,000 *gross* overnight state traveler-visits, or sometimes called person-visits. Please use the 22,087,000 volume estimate when computing volume of travel sub-segments based on proportions.

The visitor volume count includes multiple visits to the U.S. in the same calendar year, or conversely, it does not represent unique persons. This repeat visitation level metric is not available. For perspective, the mean average visits in a 12-month period for most overseas origin markets was 1.8 visits in 2014, and ranged from 1.5 visits to 2.0 visits across top origin markets.



## EXECUTIVE SUMMARY

### Background and Overview

**Background:** *Travel to the United States from Canada—2010-2014 Average Special Analysis* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in the period 2010-2014. The report is prepared by the Department of Commerce's National Travel and Tourism Office (NTTO) and is based on 83,716 total responses over the five-years to a survey conducted by Statistics Canada for their *International Travel Survey of Canadian Residents* traveler survey program. Additional information on Canadian travel to the United States, NTTO, or Statistics Canada can be found on the NTTO website (<https://travel.trade.gov>) or the Statistics Canada website (<http://www.statcan.ca/>). **Unless specifically mentioned, all data references reflect the volume-weighted average over the 2010-2014 period.**

**Overview:** Throughout the 2010-2014 period, 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). Following a decline in 2009 (-5.0%), volume to the USA increased in 2010 through 2013. 2014 volume declined by 1.7 percent.

### Traveler Metrics

**Visitors and Visits:** Total Canadian visitors staying one or more nights in the United States averaged 22.1 million, and generated 30.20 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 201 million and reflects the visitor volume stated above coupled with a mean average stay length of 9.1 nights.

**Visitor Spending:** Canadians spent US\$17.6 billion<sup>1</sup> while in the United States on average over the five years. Based on average volume and stay length metrics discussed above, this spending level equates to

an average spending per-person per-night of \$88, which is comparable to spending levels for overseas visitors.

### Trip Characteristics

**Province of Residence:** Ontario generated the greatest number of travelers to the United States. This province accounted for 39 percent of the population, but produced 9.56 million visitors on average, or 42 percent of all Canadians visiting the United States. Other top visitor origin provinces include British Columbia (19%), Quebec (18%), Alberta (11%), and Manitoba (4%).

**U.S. States Visited:** All states benefit from Canadian travelers, but a few border states and a few distant destination states dominate in Canadian visitor metrics. The border state of New York received 3.92 million Canadian visitors over the period, the most of any state. Other top destination states were Florida, Washington, California, Nevada, and Michigan. Florida accounted for 16 percent of visitors, but 37 percent of visitor-nights. Conversely, the 11 land border states accounted for 59 percent of visitors, but only 20 percent of visitor nights. That is, short distance trips most often reflect short duration-trips, or more appropriately, vice-versa.

**Trip Purpose:** *Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 12.88 million, or 58 percent of all Canadian visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (15%). Trip purpose distributions have been stable over the past several years, but differ greatly across the state destinations. Visitors to the border states most often traveled for leisure purposes, but these states collectively had a higher proportion of visitors traveling for *other* purposes, which includes shopping.

**Activities:** Canadians are active travelers during their U.S. visits based on participation rates for 19 leisure-oriented activities. *Shopping* (76%), *sightseeing* (44%), *visit friends or relatives* (33%), and *participate in outdoor sports or outdoor activities* (27%), had the highest participation rates among all travelers.

**Length of stay:** About 58 percent of all Canadian visitors to the United States were on day trips during this period. However, this report focuses on U.S. trips of one or more nights, a segment that has grown from

<sup>1</sup> This spending estimate compares to the official 5-year average country estimate of \$25.5 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$25.5 billion, \$20.6 billion is spending in the United States and the remaining \$4.9 billion is passenger fares spent on United States-owned carriers. BEA's \$20.6B differs from Statistics Canada's \$17.6B due to the inclusion of visitors on day trips and BEA technical adjustments to Statistics Canada data.



24 percent of travelers in the early 1990s to a high of 42 percent (2014). The proportion climbed even higher since 2014. Canadian overnight visitors stayed an average 9.1 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 generally increased over the past five years compared to a decade ago. This is important because even small changes in stay length equate to large changes in visitor-nights when applied to more than ten million travel parties.

**Transportation Mode:** *Automobile* is the dominant mode of transportation of entry to the United States, accounting for 12.8 million, or 60 percent of all Canadian visitors and 60 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 are twice as likely to travel by air.

**Accommodations:** Canadians most often stayed in *hotels or motels only* (49%) during their United States visit. Other accommodations types are *homes of friends or relatives* (11%), *camping or trailer park* (7%), *cottage or cabin* (4%), or *other* miscellaneous types or combinations of accommodations types (20%). These proportions are based on travelers who provided information on accommodations type (93% of all survey respondents).

**Season/Month of Visit:** The third quarter (July-September) produced the greatest number of visitors, 7.1 million, or 32 percent of all Canadians. 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 (21%). The greatest number of visitors arrived in August (13.0%) and July (10.7%). 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 and typically differs for March and April from year-to-year depending on (changes in) the

observance of Easter/Passover. 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 averaged US\$17.6 billion per year over this five-year period. *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* (11%). Spending per visitor averaged \$792 per person, while spending per-person per-day averaged \$88. Spending metrics are often volatile on a yearly basis because the calculations reflect the *additive* results of changes in visitors, currency exchange rates, visitor spending “intent” (say, from one year to another), and travel prices.

## 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 (19%), while fewer still contained an adult traveling alone (14%). Eighteen percent of all travel parties contained one or more children under age 20 (net). The average party size over this period was 2.09 persons. On a yearly basis, small changes can also profoundly impact volume metrics to the extent that changes in visitor volume and travel parties sometimes move in opposite directions.

**Age:** The age of Canadian travelers is centered around the 55-65 age group (23%). Children are a member of 18 percent of all travel parties, but accounted for only 10 percent of all travelers. For this report the five-year average is stable, but travelers of age 55+ have increased from 32% of all travelers in 2000 to 44% in 2014, or about a one percentage-point increase per year.

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



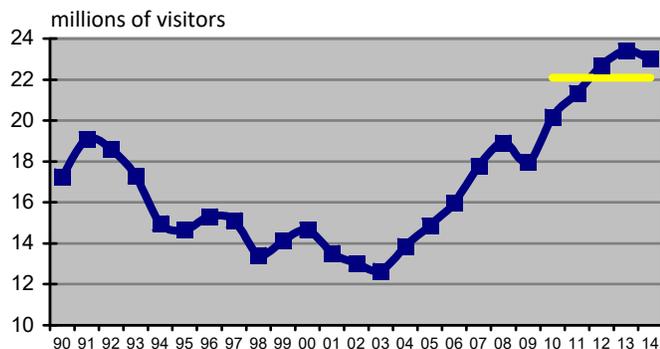
## DETAILED FINDINGS

### TRAVELER METRICS

#### Visitors

Canadian visitors staying one or more nights in the United States was an average 22.1 million over the 2010-2014 period (yellow line in **Chart 1**), but visitor volume increased greatly over the first four years, while declining in 2014. 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 international visitor volume. For perspective, overnight visitors account for 42 percent of all Canadian visitors and the bulk of visitor spending.

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



- **Chart 2** shows three key volume metrics for each U.S. state plus the District of Columbia sorted in descending order of average visitor volume over the five years. The top five destinations based on visitor volume are New York, Florida, Washington, California, and Nevada. These five destinations combine for a dominant 61% share of visitors and 59% share of visits (a larger base that reflects multiple states visited on a trip).
- Still, despite this visitor volume domination by a few states, many states benefit greatly from Canada visitors, whether measured by actual volume, or by the *Geo-Equity* index of 22, the highest of any international visitor origin country. This index reflects the number of states having a 2.0% or higher share of visitors. The 2.0 level is an artificially-contrived marker reflecting a meaningful metric of the extent to which the entire U.S. benefits from a country's visitors. It reflects a balance between a level set too low (*everyone gets a trophy*), and one set too high (*no one gets a trophy*).

**Chart 2: Travel Volume Metrics—Canada Visitors to USA by Destination Visited**  
(2010-2014 average; 1+ nights)

Rank	Visitors (000s)	Visitor-Nights (000s)	Average Nights (#)
<b>U.S. (NET)</b>	<b>22,087</b>	<b>200,530</b>	<b>9.1</b>
U.S. (SUM) (state visits)	30,197		
11 land border states w/o FL CA AZ HI TX	13,062 15,063	39,786 82,140	3.0 5.5
1 New York	3,916	11,565	3.0
2 Florida	3,636	73,521	20.2
3 Washington	2,853	8,742	3.1
4 California	1,546	15,342	9.9
5 Nevada	1,530	7,269	4.7
6 Michigan	1,526	4,557	3.0
7 Maine	956	3,305	3.5
8 Pennsylvania	933	2,704	2.9
9 Montana	776	2,755	3.5
10 Arizona	769	14,499	18.9
11 North Dakota	741	1,640	2.2
12 Massachusetts	699	2,887	4.1
13 Vermont	691	1,869	2.7
14 Minnesota	650	1,810	2.8
15 Hawaii	638	9,482	14.9
16 Virginia	595	2,820	4.7
17 Ohio	554	1,713	3.1
18 South Carolina	537	4,290	8.0
19 Illinois	513	1,898	3.7
20 Texas	435	5,545	12.7
21 New Hampshire	435	1,225	2.8
22 North Carolina	433	1,908	4.4
23 Georgia	424	2,045	4.8
24 Oregon	406	1,569	3.9
25 New Jersey	349	1,339	3.8
26 Idaho	338	1,024	3.0
27 Tennessee	322	1,026	3.2
28 Kentucky	246	590	2.4
29 Utah	236	910	3.9
30 Maryland	209	979	4.7
31 West Virginia	198	574	2.9
32 Indiana	181	611	3.4
33 Alaska	179	1,296	7.2
34 District of Columbia	177	744	4.2
35 Colorado	176	936	5.3
36 Wisconsin	163	581	3.6
37 Louisiana	156	717	4.6
38 Missouri	138	766	5.5
39 South Dakota	121	369	3.1
40 Connecticut	116	462	4.0
41 New Mexico	96	327	3.4
42 Wyoming	93	200	2.1
43 Iowa	77	210	2.7
44 Nebraska	72	211	2.9
45 Rhode Island	69	249	3.6
46 Alabama	56	394	7.0
47 Oklahoma	55	244	4.4
48 Mississippi	52	139	2.7
49 Kansas	50	158	3.1
50 Delaware	39	178	4.6
51 Arkansas	35	125	3.5



- The 11 land border states benefit greatly by their proximity to Canada, and account for 13.1 of 22.1 million visitors or a share of 59%. The water border states of Ohio and Pennsylvania are omitted from all border metrics

## Visitor Nights

Visitor nights is a travel metric that combines visitors (persons) with length of stay (nights). Visitor-nights volume was more than 200 million per year on average over the 2010-2014 period.

- Length of stay varies greatly, and for a few states is extremely long. States such as Florida, Arizona, Hawaii, Texas, and California, which have long average stays and have large volumes, dominate in the share of visitor nights. Florida alone accounts for 37 percent of visitor nights. Florida, California, and Arizona account for 52 percent of visitor nights.
- Canada visitors spend an average 9.1 nights in the USA during their visit, but this average is not representative of stay length in a useful way. The five highest volume/long stay length states of Florida, Arizona, Hawaii, Texas, and California are so dominant, that removing them from the metrics lowers the average stay length to just 5.5 nights. Indeed, 32 of the remaining 46 destinations have an average stay length between 2.5 nights and 4.5 nights.
- Due to a much lower average stay length, the 11 land border states account for 20 percent of visitor-nights.
- Length of stay will be discussed in detail in a later section.

## Visitor Spending

Canadian visitors spent an average US\$17.6 billion annually in the United States from 2010-2014.<sup>2</sup> Based on visitor volume and stay length metrics, Canada visitors spent \$792 per person during their visit, and \$88 per visitor per night. Compared to overseas visitors, the \$792 per-visitor average is much lower than the overseas average, but the \$88 daily average is comparable.

<sup>2</sup> This 5-year average spending estimate compares to the official country estimate of \$25.5 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$25.5 billion BEA average, \$20.6 billion is spending in the United States and the remaining \$4.9 billion is passenger fares spent on United States-company owned carriers. The \$20.6B BEA estimate differs from the \$17.6B Statistics Canada estimate due to the inclusion of visitors on day trips, BEA technical adjustments to Statistics Canada data, and a major overhaul of BEA travel export definitions. Both sources of estimates are useful and necessary; the BEA estimate is used when comparing Canada to other countries, and the Statistics Canada estimate is used when comparing Canada traveler segments such as state visited, leisure versus business, or spending components such as lodging, food and beverage, and shopping.

**Chart 3: Traveler Spending Metrics—Canada**  
**Visitors to USA by Destination Visited**  
(2010-2014 average; 1+ nights)

Rank		Visitors (000s)	Visitor Spending (\$000s)	Spending Per Visitor (\$)	Spending Per Per Visitor Per Night (\$)
<b>U.S.</b>		<b>22,087</b>	<b>\$17,558,075</b>	<b>\$792</b>	<b>\$88</b>
11	land border states	13,062	4,493,826	\$344	\$113
1	Florida	3,636	\$4,539,069	\$1,248	\$62
2	California	1,546	\$1,533,938	\$992	\$100
3	New York	3,916	\$1,527,037	\$390	\$132
4	Nevada	1,530	\$1,366,879	\$893	\$188
5	Hawaii	638	\$1,171,781	\$1,838	\$124
6	Arizona	769	\$921,464	\$1,199	\$64
7	Washington	2,853	\$864,745	\$303	\$99
8	Michigan	1,526	\$430,751	\$282	\$95
9	Texas	435	\$386,789	\$889	\$70
10	Maine	956	\$355,138	\$371	\$107
11	Massachusetts	699	\$330,539	\$473	\$114
12	South Carolina	537	\$322,902	\$601	\$75
13	Illinois	513	\$273,013	\$533	\$144
14	Montana	776	\$270,554	\$348	\$98
15	Pennsylvania	933	\$256,762	\$275	\$95
16	North Dakota	741	\$255,447	\$345	\$156
17	Minnesota	650	\$232,816	\$358	\$129
18	Alaska	179	\$176,948	\$988	\$137
19	Vermont	691	\$157,209	\$227	\$84
20	Virginia	595	\$156,798	\$264	\$56
21	Oregon	406	\$152,304	\$375	\$97
22	Ohio	554	\$144,743	\$261	\$85
23	North Carolina	433	\$144,224	\$333	\$76
24	New Jersey	349	\$135,138	\$387	\$101
25	Georgia	424	\$133,964	\$316	\$66
26	Louisiana	156	\$133,077	\$854	\$186
27	New Hampshire	435	\$130,775	\$301	\$107
28	District of Columbia	177	\$121,073	\$682	\$163
29	Colorado	176	\$107,453	\$612	\$115
30	Utah	236	\$96,741	\$409	\$106
31	Tennessee	322	\$95,800	\$297	\$93
32	Idaho	338	\$92,406	\$274	\$90
33	Maryland	209	\$73,870	\$353	\$75
34	Wisconsin	163	\$58,197	\$357	\$100
35	Indiana	181	\$52,655	\$290	\$86
36	Missouri	138	\$51,120	\$370	\$67
37	Kentucky	246	\$46,597	\$190	\$79
38	New Mexico	96	\$37,246	\$388	\$114
39	Connecticut	116	\$34,905	\$301	\$76
40	South Dakota	121	\$31,841	\$264	\$86
41	West Virginia	198	\$29,935	\$151	\$52
42	Nebraska	72	\$26,453	\$368	\$125
43	Alabama	56	\$23,555	\$421	\$60
44	Delaware	39	\$21,436	\$549	\$121
45	Rhode Island	69	\$21,176	\$309	\$85
46	Iowa	77	\$19,809	\$256	\$94
47	Wyoming	93	\$18,661	\$200	\$93
48	Oklahoma	55	\$18,579	\$337	\$76
49	Mississippi	52	\$15,425	\$297	\$111
50	Arkansas	35	\$12,009	\$339	\$96
51	Kansas	50	\$10,890	\$216	\$69



- Chart 3** shows the same traveler volumes shown in **Chart 2** for perspective, but adds estimates for total spending, per-visitor spending, and per-visitor per-night spending. The domination of the largest-visitor-night volume states carries over to largest spending states. The top states are Florida, California, New York, Nevada, and Hawaii. Florida alone accounts for 26% of spending.
- Spending per visitor removes visitor volume from the spending equation, but adds other factors influencing traveler spending such as stay length, mix of travelers by trip purpose, types of activities available, and cost of travel goods and services. State levels range from a high of \$1,838 per visitor for Hawaii, to a low of \$151 for West Virginia. A glance down the “Spending Per Visitor” column reveals the \$792 (weighted) average for all visitors across all destinations is not representative for any destination. For perspective, the unweighted average of the per-person spending is \$466. This average across averages is statistically frowned upon but gives a good indication of the impact of the weighted average by the highest per-party spending average states. In fact, removing the five highest per-person-spending states of Hawaii, Florida, Arizona, California, and Nevada reduces the weighted per-party average spending to \$575.
- Spending per-visitor per-night removes visitor volume and stay length from the spending equation, but keeps the other factors influencing traveler spending. State levels vary greatly and range from a high of \$188 for Nevada and \$186 for Louisiana, to a low of \$52 for West Virginia. Other low-spending ratio states include Alabama, Virginia, and Florida. Thus, Florida has the highest total spending level, but one of the lowest averages for spending per-person per-day. And again, the \$88 average across the five years and the 51 destinations is typical or similar for very few states.

## TRIP CHARACTERISTICS

### Province of Residence

Ontario generated the highest proportion of travelers over the 2010-2014 period, producing 42 percent of all Canadians visiting the United States. The provinces following Ontario were British Columbia (19%), Quebec (18%), Alberta (11%), and Manitoba (4%). The remaining provinces account for the remaining small share of visitors.

- Chart 4** shows each state’s proportion of visitors residing in the overall top five provinces and for all other combined. Ontario is the leading province of visitor origin for 36 of 51 U.S. states plus D.C. Otherwise, province of origin differs greatly across the states and basically follows a north-to-south flow pattern. For example, the *Dakotas* derive the bulk of their visitors from Manitoba, directly to the north.

**Chart 4: Province of Origin of Canada Visitors to USA by Destination Visited**  
(2010-2014 average; 1+ nights)

	ON (%)	BC (%)	QB (%)	AB (%)	MN (%)	Other (%)
<b>U.S.</b>	<b>42</b>	<b>19</b>	<b>18</b>	<b>11</b>	<b>4</b>	<b>6</b>
Alabama	58	0	0	13	5	24
Alaska	42	22	5	18	3	11
Arizona	23	20	11	33	4	8
Arkansas	73	4	4	5	8	5
California	24	32	8	27	2	7
Colorado	28	13	14	22	9	14
Connecticut	33	3	41	2	0	21
Delaware	45	6	31	14	0	4
District of Columbia	48	13	19	16	1	3
Florida	54	3	29	5	2	8
Georgia	73	2	15	3	2	6
Hawaii	14	46	6	22	5	7
Idaho	3	44	0	50	1	2
Illinois	59	7	14	8	5	6
Indiana	59	8	6	9	5	12
Iowa	50	11	10	17	6	6
Kansas	32	20	13	11	16	8
Kentucky	86	0	1	5	3	4
Louisiana	53	10	16	16	0	6
Maine	12	0	44	2	0	43
Maryland	39	15	34	6	2	4
Massachusetts	33	5	47	3	0	12
Michigan	95	0	1	1	1	1
Minnesota	44	1	2	7	40	6
Mississippi	73	4	0	10	3	9
Missouri	51	5	15	9	8	13
Montana	2	10	0	78	2	7
Nebraska	33	15	11	25	12	4
Nevada	26	23	10	32	2	8
New Hampshire	21	1	57	2	0	19
New Jersey	40	5	51	2	0	2
New Mexico	37	28	10	17	3	5
New York	71	2	22	2	0	3
North Carolina	54	3	29	3	3	9
North Dakota	4	1	0	5	70	19
Ohio	88	1	4	4	2	1
Oklahoma	32	6	13	24	12	14
Oregon	5	78	2	13	0	3
Pennsylvania	73	2	17	3	1	5
Rhode Island	40	7	36	1	0	16
South Carolina	61	2	27	2	1	7
South Dakota	17	6	8	16	39	14
Tennessee	77	3	5	4	3	8
Texas	39	15	12	25	4	6
Utah	17	20	12	38	5	9
Vermont	18	2	77	0	0	3
Virginia	51	1	33	3	0	12
Washington	3	88	1	6	1	1
West Virginia	95	0	2	0	0	2
Wisconsin	61	2	0	13	17	7
Wyoming	14	17	7	30	14	19



- **Appendix D:—Data Table C** shows the visitor volume from each Canadian province to each U.S. Census division and state.

### **Purpose of Trip**

Holiday/Vacation was the dominant reason for Canadian travel to the United States, accounting for an average 58 percent of the Canadian market from 2010-2014. Visits to friends or relatives was cited as a distant second-most important trip purpose (15%). All other trip purposes represented a much smaller proportion of total Canadian travelers, including several new trip purposes added to the 2013 survey questionnaire.

- **Chart 5** shows each state's proportion of visitors for each trip purpose category. Trip purpose is a trip-based attribute. Trip purpose is not necessarily the purpose for visiting the state, but rather the purpose for visiting the U.S. Leisure is the dominant trip purpose for every state and D.C., but several states have business shares three times the national average of ten percent. The 2013 questionnaire change for this question (for travel years 2013 and 2014) had a negligible impact on the trip type major groupings shown in the chart.
- The chart is shown in alphabetical order by state. Most states with relatively high proportions for *Other* trip purpose are border states. *Shopping* is included in *Other* and thus is likely the reason driving these proportions relatively high. Note: Details of *Other* trip purpose are available at a national level only.
- **Appendix D:—Data Table F** shows the visitor volume for each trip purpose category to each U.S. Census region and state.

**Chart 5: Main Purpose of Trip by Destination Visited**  
(2010-2014 average; 1+ nights)

	<u>Leisure</u>	<u>VFR</u>	<u>Business</u>	<u>Other</u>
<b>U.S.</b>	<b>58</b>	<b>15</b>	<b>10</b>	<b>17</b>
Alabama	63	13	21	3
Alaska	92	2	3	3
Arizona	71	15	8	6
Arkansas	57	18	14	11
California	58	21	17	4
Colorado	43	20	31	7
Connecticut	42	31	16	11
Delaware	58	12	20	9
District of Col.	47	14	33	5
Florida	79	9	6	6
Georgia	69	11	14	7
Hawaii	86	4	6	4
Idaho	77	11	3	9
Illinois	41	20	30	8
Indiana	49	22	20	9
Iowa	47	18	19	17
Kansas	46	27	20	7
Kentucky	68	12	13	7
Louisiana	52	9	33	5
Maine	69	10	2	18
Maryland	58	20	13	9
Massachusetts	58	18	14	11
Michigan	45	26	10	19
Minnesota	57	15	9	19
Mississippi	74	13	12	2
Missouri	46	25	21	8
Montana	74	11	2	13
Nebraska	61	18	12	9
Nevada	80	5	11	4
New Hampshire	73	12	2	13
New Jersey	58	20	16	6
New Mexico	63	14	10	13
New York	63	14	7	16
North Carolina	70	15	10	5
North Dakota	57	8	3	33
Ohio	52	21	18	9
Oklahoma	46	27	18	9
Oregon	70	18	7	5
Pennsylvania	59	16	11	14
Rhode Island	49	29	17	5
South Carolina	82	8	6	5
South Dakota	77	10	6	7
Tennessee	73	11	11	5
Texas	34	26	33	7
Utah	72	12	9	7
Vermont	73	15	2	11
Virginia	75	10	8	6
Washington	63	17	5	15
West Virginia	84	9	3	4
Wisconsin	42	22	23	13
Wyoming	81	6	4	8



## Activities

Canadians are active travelers during their United States visit based on participation rates for 19 leisure-oriented activities. *Shopping* (76%), *sightseeing* (44%), *visit friends or relatives* (33%), and *participate in outdoor sports or outdoor activities* (27%) had the highest three-year average participation rates among all travelers (2010-2012). The sum of participation rates among all activities suggests Canadians participated in three to four activities per trip, on average (sum of responses equals 344%). Conversely, six percent of total travelers did not participate in any of the 19 listed activities. Activity participation is a trip-based characteristic. Thus, a state's visitor who participated in an activity may not have participated in that activity in that state. 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.

- The activity list was overhauled in the 2013 survey questionnaire change. Numerous activities were added and some were dropped; the net result is an increase from 19 to 28 activities. 2014 activity participation rates are profoundly different versus 2013 and prior years. The author has chosen to base activity participation on the 19 activities available on a three-year average for the years 2010 through 2012. This differs from most other topics in this special report based on five-year averages.
- For most activities, participation rates have been stable at the national level over the past decade. However, *shopping* incidence has grown from a low of 64 percent in 2002 to the current high of 76 percent in 2014. Shopping rates have increased incrementally, and coincide with the improvement in the currency exchange rate from the Canadian visitor perspective over this period. *Casino* visitation has been on a slow rise from eight percent in 2001 to 16 percent in 2014. *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.
- **Chart 6** shows each state's proportion of visitors who participated in any of the 19 trip activities. States are sorted in alphabetical order, and activities are sorted in descending order across all visitors. The chart shows

that the activities with the highest overall incidence rates are common across all destinations. For example, *shopping* has a total visitor incidence of 76%, and is the top activity for 46 of 51 destinations.

- A few activities have a low overall incidence rate, but a relatively high rate for one or a few destinations. For example, *fishing* has an incidence rate of two percent across all visitors on average across the four years, but an incidence of 20% for Alaska. Similarly, *snow skiing / snowboarding* has only a one percent incidence for the U.S., but a 14% incidence for Colorado and a nine percent incidence for Vermont.
- 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.
- **Data Table G** shows a state-by-state comparison of the activity visitor volume levels for each combination of the 19 activities and the nine regions and all 50 states plus the District of Columbia.



**Chart 6: Activities During Trip by Destination Visited**  
(2010-2012 3-year average; 1+ nights) (not state-specific)

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	none
	Shopping Sightsee	VFR	Participate	Bar/Club Sports	Nature Park Historic Site	Casino Museum/Gallery	Theme Park Cultural Events	Golfing Zoo, Aquarium	Festival/Fair Attend Sports	Fishing Boating	Hunting Skiing/Snow Board	Hunting None								
<b>U.S.</b>	<b>76</b>	<b>44</b>	<b>33</b>	<b>27</b>	<b>23</b>	<b>22</b>	<b>18</b>	<b>16</b>	<b>16</b>	<b>13</b>	<b>12</b>	<b>11</b>	<b>9</b>	<b>9</b>	<b>7</b>	<b>6</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>6</b>
AL	77	52	59	47	27	45	43	34	23	19	17	18	26	12	11	13	6	0	0	7
AK	81	82	14	51	35	65	76	51	23	26	2	20	4	5	9	24	20	1	0	2
AZ	86	69	57	51	30	51	50	33	33	19	7	18	32	21	14	4	1	0	0	3
AR	84	66	62	46	29	55	51	38	26	30	9	13	17	5	14	16	1	0	0	9
CA	81	66	51	31	28	38	34	30	19	18	26	28	12	11	14	4	1	0	0	4
CO	65	54	40	40	33	37	43	25	11	10	4	10	8	12	5	6	2	14	1	6
CT	74	54	52	18	16	32	17	25	10	14	12	9	6	12	11	3	0	0	0	9
DE	74	46	38	26	24	32	32	34	14	11	9	3	5	20	8	7	0	0	0	5
DC	65	68	35	16	26	67	25	66	2	16	5	22	5	10	5	4	0	0	0	10
FL	85	55	47	44	25	18	18	13	9	13	36	22	21	11	9	11	4	0	0	4
GA	85	60	53	45	26	33	26	23	6	17	23	19	24	14	12	9	4	0	0	9
HI	93	90	28	64	37	66	66	36	1	41	10	42	13	6	14	26	2	0	0	1
ID	82	53	32	36	18	34	39	20	39	13	12	9	16	10	12	11	5	1	0	2
IL	70	60	40	15	33	33	16	37	7	16	11	18	5	17	10	3	1	0	0	10
IN	75	51	41	20	23	32	24	28	11	16	10	13	8	13	10	2	2	0	0	13
IA	68	66	54	20	23	40	36	30	20	12	6	13	8	11	6	3	4	0	0	8
KS	82	52	61	29	29	46	36	30	27	18	10	21	16	20	12	2	3	0	0	6
KY	83	60	49	40	27	33	22	19	8	16	23	13	16	12	13	6	4	0	0	14
LA	82	80	30	29	56	66	27	39	31	25	12	15	8	11	24	11	2	1	1	8
ME	79	43	22	29	11	19	15	13	4	5	12	4	3	6	5	5	2	3	0	6
MD	76	61	44	41	20	31	22	27	6	12	16	19	14	11	11	12	2	0	0	8
MA	74	63	37	20	24	47	18	34	3	13	4	14	2	15	7	6	1	0	0	5
MI	70	29	37	17	15	11	9	9	12	7	4	4	7	7	6	3	1	0	0	10
MN	77	28	25	18	19	13	11	11	32	8	9	7	7	13	5	2	1	1	0	4
MS	85	83	33	47	49	62	39	37	52	30	16	15	22	13	22	7	3	0	0	9
MO	73	58	47	21	33	41	29	35	14	23	11	19	10	23	9	5	2	0	0	9
MT	83	47	35	40	28	29	35	18	20	9	6	6	14	9	9	12	4	6	0	2
NE	80	69	43	28	40	51	40	24	39	24	3	16	15	18	8	4	3	0	1	9
NV	86	73	23	19	54	25	25	19	89	44	9	16	10	9	6	2	0	0	0	1
NH	76	50	19	37	12	22	32	12	3	8	8	4	4	7	7	5	1	2	0	5
NJ	72	51	39	23	19	30	16	21	16	12	15	8	4	6	4	3	1	0	0	9
NM	89	81	52	35	32	69	63	56	40	27	8	17	15	17	17	4	1	0	0	2
NY	73	42	27	21	20	24	16	19	12	14	7	7	5	7	5	5	1	2	0	7
NC	79	54	53	44	24	34	24	20	8	13	16	19	21	11	10	9	5	0	0	8
ND	87	22	15	13	16	12	10	8	12	4	6	6	3	7	3	2	1	0	0	4
OH	72	38	43	25	22	20	18	20	5	10	20	9	8	12	9	4	2	0	0	12
OK	81	68	62	42	24	59	34	26	25	15	19	16	13	13	9	1	1	0	0	11
OR	81	69	47	31	24	44	48	29	32	13	10	16	13	9	13	4	3	1	0	4
PA	81	52	38	28	20	35	20	23	9	13	13	11	13	9	9	5	3	0	1	6
RI	78	64	58	26	26	57	36	30	11	13	6	12	7	15	9	9	1	0	0	1
SC	85	56	38	55	22	27	18	16	5	13	20	21	34	9	8	8	3	0	1	4
SD	79	81	39	23	25	73	67	42	30	15	9	17	11	13	11	2	3	1	1	2
TN	86	70	50	40	34	40	33	29	10	21	18	13	17	14	12	7	3	0	0	11
TX	73	53	53	30	36	42	26	28	10	22	11	16	11	12	12	8	2	0	1	11
UT	82	67	48	46	33	53	54	33	43	26	8	22	21	16	16	2	2	4	0	4
VT	60	37	27	42	11	16	21	11	2	5	4	4	3	4	5	10	3	9	0	6
VA	83	55	45	45	22	36	25	26	8	14	19	19	22	10	11	9	4	0	0	5
WA	73	33	36	19	15	16	17	12	21	8	3	6	5	8	6	4	2	0	0	6
WV	88	63	42	50	24	33	27	15	8	13	18	18	30	11	19	7	7	0	0	4
WI	73	48	44	21	21	28	21	25	11	8	15	11	7	14	11	6	1	0	1	10
WY	76	83	36	30	21	69	73	41	26	12	11	16	12	15	15	3	4	1	1	1



## Length of Stay

Fifty-eight percent of Canadian visitors were on day trips to the United States on average from 2010 through 2014. However, this report only focuses on trips to the United States of one or more nights. Of the remaining 42% who stayed one or more nights, average stay length was 9.1 nights in the United States from 2010-2012, but as we saw earlier, this average is strongly influenced by a few state destinations for which length of stay was particularly long. The greatest number of Canadians stay between four and six nights (54%), while many others stay between seven and 13 nights (22%). Thus, only about one-fifth of Canadians stay for durations near the trip length average of 9.1 nights.

- Length of stay is state-specific. The Canadian state-visits volume (30.2M) is 1.4 times higher than the visitor count (22.1M), which means travelers often visit more than one state on a U.S. trip. The U.S. average reflects the total trip and thus is one reason why the U.S. average is usually not typical for any state.
- **Chart 7** shows the proportion of a state's visitor on a day trip (to the state but not necessarily to the U.S.) to the left of the gray vertical line, and among overnight visitors, the proportion staying 1-3 nights, 4-6 nights, 7-13 nights, and 14 or more nights, plus the mean average number of nights across all visitors staying one or more nights. Average length of stay differs considerably depending on state destination. Thus, the 9.1 mean average for all visitors is misleading in terms of representing the national average of length of stay distributions and it also distorts the Canadian visitor situation across states. In fact, only five states have an average length of stay exceeding the national average—the popular snowbird states of Florida (20.2 nights), Arizona (18.9 nights), Hawaii (14.9 nights), Texas (12.7 nights), and California (9.9 nights). These five states have such a strong influence that removing them produces a visitor-weighted average of only 5.5 nights—an average in the middle of the modal range of four-to-six nights across all states.
- **Appendix D:—Data Table I** provides a state-by-state volume estimate for each stay length category.

**Chart 7: Length of Stay of Canada Visitors to USA by Destination Visited**

(2010-2014 average; day / 1+ nights)

	<b>Day</b> (%)	<b>1-3</b> (%)	<b>4-6</b> (%)	<b>7-13</b> (%)	<b>14+</b> (%)	<b>1+Avg.</b> (#)
<b>U.S.</b>	<b>58</b>	<b>10</b>	<b>54</b>	<b>22</b>	<b>13</b>	<b>9.1</b>
Alabama	44	38	39	12	11	7.0
Alaska	43	14	33	42	11	7.2
Arizona	18	7	32	32	28	18.9
Arkansas	41	40	49	7	4	3.5
California	14	7	46	32	16	9.9
Colorado	17	19	58	18	4	5.3
Connecticut	33	31	57	10	3	4.0
Delaware	39	55	29	10	6	4.6
District of Col.	31	14	78	6	3	4.2
Florida	8	3	22	40	34	20.2
Georgia	54	47	41	7	5	4.8
Hawaii	6	1	6	50	42	14.9
Idaho	50	37	54	8	1	3.0
Illinois	42	24	66	8	2	3.7
Indiana	59	41	50	6	3	3.4
Iowa	39	46	47	5	1	2.7
Kansas	34	44	47	6	2	3.1
Kentucky	49	51	43	4	2	2.4
Louisiana	7	11	70	17	1	4.6
Maine	17	23	64	11	2	3.5
Maryland	69	39	45	10	7	4.7
Massachusetts	23	15	73	10	2	4.1
Michigan	38	36	57	6	1	3.0
Minnesota	29	26	68	5	1	2.8
Mississippi	29	38	57	4	1	2.7
Missouri	22	27	56	11	6	5.5
Montana	13	24	63	11	2	3.5
Nebraska	27	45	48	3	3	2.9
Nevada	8	5	79	14	2	4.7
New Hampshire	50	29	64	7	1	2.8
New Jersey	39	21	65	11	2	3.8
New Mexico	13	36	49	14	1	3.4
New York	37	29	64	5	1	3.0
North Carolina	51	41	39	13	8	4.4
North Dakota	21	31	67	2	1	2.2
Ohio	37	40	53	5	2	3.1
Oklahoma	33	37	48	8	6	4.4
Oregon	17	23	62	12	3	3.9
Pennsylvania	45	42	50	5	3	2.9
Rhode Island	26	28	58	10	3	3.6
South Carolina	37	27	31	28	13	8.0
South Dakota	23	35	57	6	2	3.1
Tennessee	39	39	48	10	3	3.2
Texas	23	13	48	20	20	12.7
Utah	26	33	50	13	3	3.9
Vermont	53	30	63	5	1	2.7
Virginia	40	44	41	10	5	4.7
Washington	18	29	64	6	2	3.1
West Virginia	61	66	28	2	3	2.9
Wisconsin	42	38	51	9	3	3.6
Wyoming	35	45	51	3	0	2.1



## Mode of Transportation

*Automobile* is the dominant mode of transportation of entry to the United States, accounting for an average 60 percent of overnight visitors from 2010-2014. Other modes of transportation for entry into the country were *airplane* (34%), *bus* (3%), and all *other* modes (3%, mostly *pedestrian*).

- Mode of transportation reflects the mode used at the time of clearing customs upon re-entering Canada, and thus are not state specific. So, for example, seven percent of Hawaii visitors drove across the border and flew out of a U.S. airport to reach the state, and were counted as *auto* upon their return to Canada.
- In recent years the travel industry and government at all levels and on both sides of the border have given increasing attention to the issue of Canadian travelers driving across the border and flying out of U.S. airports. According to the Conference Board of Canada, an estimated nearly five million Canadian travelers did this activity in 2014 to increase flight options and/or to decrease costs. This activity has at least two measurement-related implications for the industry in the U.S. First, Canadians who stay one night or longer in the U.S. and then travel to a foreign destination would be counted as a visitor to the U.S., even though they are a unique type of visitor outside the sectors that the industry typically counts or attempts to influence via marketing. The Conference Board of Canada estimates that about five percent of these trips are to destinations outside the U.S.—a share that is thought to be increasing. Second, for those trips to destinations within the U.S., the transportation mode would be labeled *auto* because that was the mode used to clear Canada customs upon the traveler's return to Canada (see the Hawaii example in the previous bullet). Thus, for many popular destinations with high air transportation proportions, the air portion of their visitors is currently understated.
- **Chart 8** shows each travel mode's proportion of total overnight visitors for each state. *Auto* is the most common mode for 35 states; air travel is relatively high for deep-interior and southern border states, and lowest for Canada border states.
- **Appendix D:—Data Table D** contains the volume estimate for each transportation mode for each Census region and for each destination.

**Chart 8: Mode of Transportation of Canada Visitors to USA by Destination Visited**  
(2010-2014 average; 1+ nights)

	Auto (%)	Air (%)	Bus (%)	Other (%)
<b>U.S.</b>	<b>60</b>	<b>34</b>	<b>3</b>	<b>3</b>
Alabama	65	35	0	0
Alaska	32	49	3	15
Arizona	35	65	0	0
Arkansas	71	29	0	0
California	19	80	1	0
Colorado	39	59	1	1
Connecticut	69	25	3	2
Delaware	73	21	0	6
District of Columbia	33	63	4	0
Florida	35	65	1	0
Georgia	69	29	0	2
Hawaii	7	93	0	0
Idaho	88	5	5	2
Illinois	38	56	5	1
Indiana	73	18	6	3
Iowa	57	23	1	19
Kansas	63	35	2	0
Kentucky	81	14	2	3
Louisiana	34	62	0	3
Maine	90	4	3	4
Maryland	69	26	2	4
Massachusetts	57	26	16	2
Michigan	85	3	6	6
Minnesota	83	11	4	2
Mississippi	51	32	9	8
Missouri	53	40	5	2
Montana	91	5	1	2
Nebraska	66	32	1	1
Nevada	25	73	2	0
New Hampshire	81	4	4	10
New Jersey	59	33	6	2
New Mexico	64	34	0	1
New York	77	16	4	3
North Carolina	73	23	0	4
North Dakota	95	1	2	1
Ohio	81	13	3	3
Oklahoma	49	51	0	0
Oregon	76	13	9	2
Pennsylvania	83	11	2	3
Rhode Island	60	27	10	4
South Carolina	81	18	1	1
South Dakota	79	4	6	11
Tennessee	71	20	3	6
Texas	25	73	0	1
Utah	62	37	0	1
Vermont	86	4	4	5
Virginia	79	17	2	2
Washington	87	5	2	5
West Virginia	88	7	1	4
Wisconsin	68	25	0	7
Wyoming	79	5	4	11



## Accommodations

Canadians most often stay in *hotels or motels* (49%) during their U.S. visits over the 2010-2014 period.

This incidence excludes those mixing and matching hotels/motels with other lodging types during the trip. Other accommodations types are *homes of friends or relatives* (11%), *camping or trailer park* (7%), *cottage or cabin* (4%), or *other* miscellaneous or combinations of types (22%). *Note: seven 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.*

- Accommodations type is collected at a state level.
- **Chart 9** shows the proportional use of each accommodations type including the proportion of travelers who did not state their accommodations type. Thus, the numbers sum to 100 percent across each row.
- At a national level, *hotel/motel (only)* has been the dominant accommodations type over the past decade, ranging from 46-60 percent. The five-year average of 49% is typical of the levels over the past 20 years. In a typical year, about ten percentage points of the 22 percent of visitor who use a combination of accommodations types also stay in a hotel or motel at least one night.
- For nearly every state, the greatest number of visitors stayed in hotel and/or motel (only) accommodations. Compared to the national average of 49 percent who used, use of hotel/motel as a proportion of total state visitors varied from a low of 27 percent for Arizona to a high of 81 percent for Nevada. But unlike many other travel characteristics, the U.S. average for hotel/motel is typical for many states.

**Chart 9: Type of Accommodations of Canada Visitors to USA by Destination Visited**  
(2010-2014 average; 1+ nights)

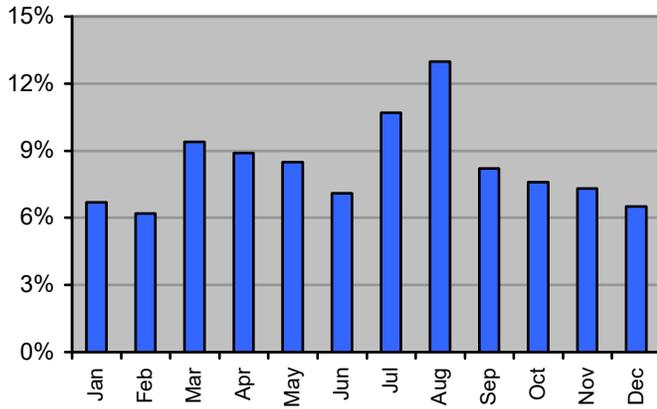
	Hotel / Motel Only (%)	Friends / Relatives (%)	Camping (%)	Cottage / Cabin (%)	Combo 2+ / or Other Types (%)	Not Stated (%)
<b>U.S.</b>	<b>49</b>	<b>11</b>	<b>7</b>	<b>4</b>	<b>22</b>	<b>7</b>
Alabama	51	19	10	2	14	5
Alaska	29	2	7	2	50	10
Arizona	27	18	12	3	31	9
Arkansas	43	17	12	3	13	11
California	49	12	7	1	25	5
Colorado	55	14	9	1	14	7
Connecticut	49	30	6	1	6	8
Delaware	55	12	14	4	5	10
District of Col.	71	9	6	0	7	7
Florida	32	12	9	1	36	9
Georgia	66	9	5	1	8	11
Hawaii	42	4	2	3	44	6
Idaho	53	7	15	5	11	10
Illinois	67	12	5	1	8	7
Indiana	56	17	8	2	9	8
Iowa	50	9	9	2	19	12
Kansas	55	21	7	1	10	6
Kentucky	63	10	6	1	4	16
Louisiana	71	5	5	1	10	8
Maine	60	7	11	7	7	8
Maryland	45	15	7	2	11	21
Massachusetts	59	15	5	1	12	8
Michigan	56	18	9	2	6	9
Minnesota	65	10	6	2	8	10
Mississippi	62	14	11	3	4	7
Missouri	52	16	7	2	12	10
Montana	45	12	11	14	12	5
Nebraska	63	9	12	1	5	11
Nevada	81	3	2	1	7	6
New Hampshire	54	9	11	2	13	10
New Jersey	54	15	7	2	15	7
New Mexico	56	10	7	2	14	12
New York	59	11	8	4	9	9
North Carolina	51	12	7	4	10	16
North Dakota	76	4	7	2	3	9
Ohio	62	13	6	1	8	11
Oklahoma	49	13	12	0	20	7
Oregon	45	11	8	4	18	14
Pennsylvania	63	11	5	1	9	10
Rhode Island	45	17	9	3	14	10
South Carolina	50	6	5	3	22	15
South Dakota	48	5	18	4	10	15
Tennessee	59	10	5	2	8	15
Texas	50	15	11	1	17	6
Utah	53	15	7	4	10	10
Vermont	44	11	12	12	11	10
Virginia	45	8	7	2	10	27
Washington	44	13	14	11	11	7
West Virginia	70	6	4	0	6	14
Wisconsin	60	13	11	2	9	6
Wyoming	49	8	20	8	7	9



## Season/Month of Travel

The third quarter (July-September) accounts for 7.1 million visitors, or 32.0 percent of all Canadian travelers, on average from 2010-2014. Visitation in other quarters of the year are 2<sup>nd</sup> quarter (24%), 1<sup>st</sup> quarter (22%), and 4<sup>th</sup> quarter (21%). **Chart 10** shows the greatest number of visitors arrive in August (13.0%) and July (10.7%). All other months produced between six and nine percent of visitors.

**Chart 10: Month of Travel**  
(2010-2014 average; 1+ nights)



- Seasonality is not collected at a state level. This, only matters for multi-state trips that might straddle two quarters of the year.
- Seasonality proportions have differed only slightly over the past decade, usually within a two-percentage point range. Differences occur in March and April from year-to-year depending on the month in which Easter/Passover is observed.
- **Chart 11** (this page) shows season of visit differs greatly among the state destinations. In general, the border states have higher proportions in the 3rd quarter, while the snowbird destination states have higher proportions in the 1st quarter.
- **Appendix D:—Data Table J** shows a state-by-state volume estimate by season for each destination.

**Chart 11: Quarter of Travel by Destination Visited**  
(2010-2014 average)

State	Q1 (%)	Q2 (%)	Q3 (%)	Q4 (%)
<b>U.S.</b>	<b>22</b>	<b>24</b>	<b>32</b>	<b>21</b>
11 land border states	16	23	41	20
Alabama	44	29	8	20
Alaska	1	28	66	5
Arizona	42	30	8	20
Arkansas	31	35	10	24
California	30	27	20	22
Colorado	22	28	28	22
Connecticut	13	29	36	22
Delaware	5	21	55	19
District of Columbia	16	29	31	24
Florida	40	27	13	19
Georgia	35	37	13	15
Hawaii	45	17	14	24
Idaho	16	29	41	14
Illinois	18	28	34	20
Indiana	15	28	32	25
Iowa	17	40	32	12
Kansas	15	38	25	22
Kentucky	34	33	16	17
Louisiana	28	29	10	33
Maine	8	20	56	16
Maryland	17	29	31	23
Massachusetts	12	24	45	19
Michigan	16	24	37	24
Minnesota	17	23	41	20
Mississippi	47	35	3	16
Missouri	15	35	24	26
Montana	17	22	46	15
Nebraska	18	41	28	13
Nevada	25	28	22	25
New Hampshire	9	19	52	19
New Jersey	14	24	42	19
New Mexico	28	38	12	23
New York	18	23	39	20
North Carolina	26	35	22	18
North Dakota	18	22	39	20
Ohio	24	25	30	22
Oklahoma	22	42	21	15
Oregon	23	27	32	18
Pennsylvania	19	30	31	21
Rhode Island	5	17	63	16
South Carolina	26	31	21	21
South Dakota	10	25	52	13
Tennessee	28	33	20	19
Texas	27	29	21	23
Utah	19	36	22	22
Vermont	18	21	43	18
Virginia	27	32	25	16
Washington	18	24	37	21
West Virginia	26	33	16	25
Wisconsin	9	17	52	23
Wyoming	5	17	64	14

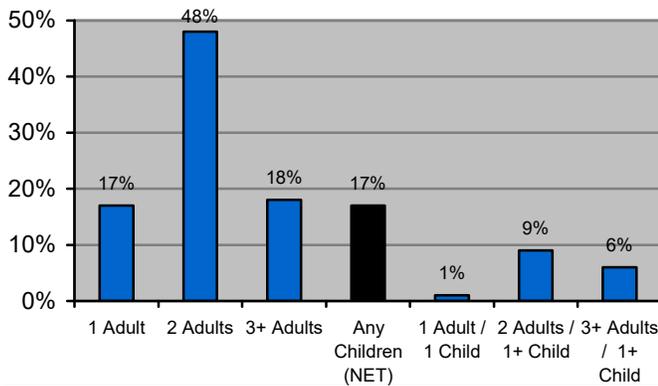


## TRAVELER DEMOGRAPHICS

### Composition and Size of Travel Party

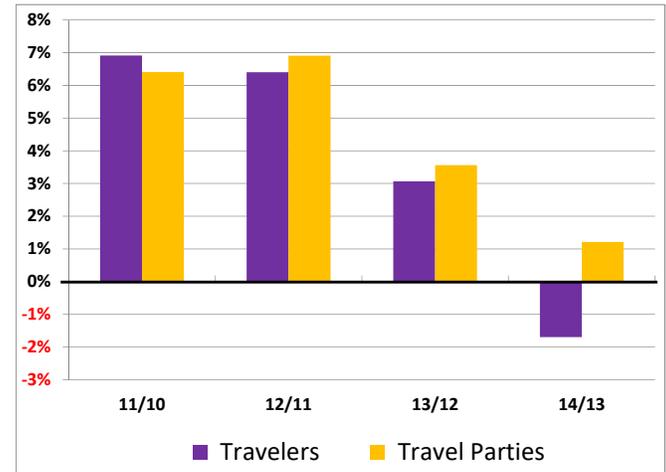
Canadian travel to the United States is dominated by two-adult travel parties (45%). Many fewer contained three or more adults (19%) or one adult traveling alone (14%). Eighteen percent of all travel parties included one or more children under age 20. The average party size was 2.09 persons on average over the 2010-2014 period. *Note: travel party composition distributions and average party size are based on survey respondents who provided information.*

**Chart 12: Composition of Travel Party**  
(2010-2014 average; 1+ nights)



- Travel party composition as itemized in **Chart 12** above is not available at the state level. Composition type and traveler age are only available at the U.S. travel party level.
- Average party size rounded to two decimal places might seem like metrics overkill, but very small changes in a very small party size number can produce profound impacts on total visitor volume. For example, **Chart 13** shows the percent change in visitor volume versus travel parties over the past few years. The chart shows that the two volumes usually move in the same direction and similar magnitude, but not always. **In 2014 visitor volume declined 1.7 percent even though the number of travel parties increased 1.2 percent...because mean average travel party size decreased from 2.09 in 2013 to 2.03 in 2014 (-2.9%).**

**Chart 13: Change in Traveler Volume vs. Change in Travel Party Volume**  
(y-o-y % change; 1+ nights)



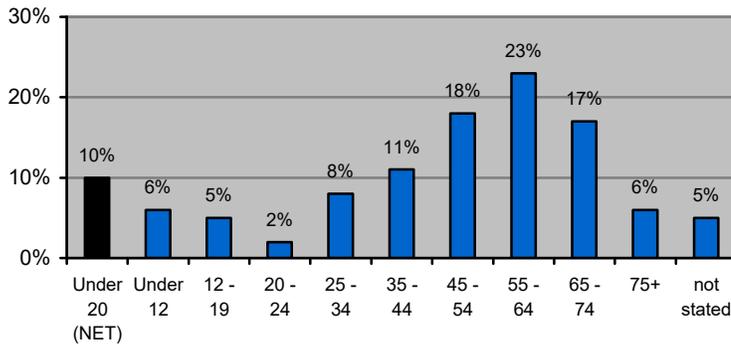


**Age**

The age of Canadian travelers is centered around the 55-64 age group, which accounted for 23 percent of travelers on average from 2010-2014. Although children were members of 18 percent of all travel parties, they accounted for only 10 percent of all travelers. The 45-54 and the 65-74 age groups also generated many Canadian travelers (18% and 17%, respectively). *Note: Age composition distributions are based survey respondents who provided information (95 of all respondents)*

**Chart 14: Traveler Age**

(2010-2014 average; 1+ nights)



- The proportion of older travelers has steadily increased over the past fifteen years. The proportion of travelers age 55 or older has increased from 32% in 2000 to 49% in 2014, reflecting the aging of the general population.
- Incidence of children in the travel party is generally low, and differs greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from a low of zero percent (AR, MS) to a high of 16 percent (NJ, ND).
- Traveler age differs somewhat across the states; for most states, the majority and often vast majority of visitors are in the 55 or older age group. For additional perspective, about half of these travelers are in the 65+ age group (not shown). States with the highest proportion of travelers 55+ are West Virginia (73%), New Mexico (71%), Georgia (66%), Alabama, Alaska, and Arkansas (all 65%). Those with the lowest proportions in this age group are Washington, D.C. (32%), Illinois (33%), and New Jersey (34%).

**Chart 15: Age of Travelers by Destination Visited**  
(2010-2014 average; 1+ nights)

State	Under 20 (net) (%)	20 to 34 (net) (%)	35 to 54 (net) (%)	55+ (net) (%)	Age/ Sex not stated (%)
<b>U.S.</b>	<b>10</b>	<b>11</b>	<b>30</b>	<b>45</b>	<b>5</b>
Alabama	1	4	28	65	3
Alaska	4	8	17	65	5
Arizona	5	8	24	59	3
Arkansas	0	3	28	65	4
California	10	13	31	40	5
Colorado	5	10	30	49	7
Connecticut	8	10	27	52	4
Delaware	13	12	30	43	2
District of Col.	8	18	35	32	7
Florida	13	8	28	47	4
Georgia	5	5	19	66	5
Hawaii	10	12	28	45	4
Idaho	10	5	19	62	4
Illinois	8	15	38	33	5
Indiana	5	9	27	55	3
Iowa	6	9	23	59	3
Kansas	4	8	20	62	5
Kentucky	8	5	22	59	6
Louisiana	2	16	42	38	2
Maine	12	8	28	47	4
Maryland	10	11	26	47	5
Massachusetts	11	14	32	38	7
Michigan	9	8	29	48	6
Minnesota	12	10	26	49	4
Mississippi	0	4	30	60	2
Missouri	7	8	28	50	7
Montana	12	9	25	51	3
Nebraska	5	11	19	62	3
Nevada	4	17	35	40	4
New Hampshire	13	11	33	40	4
New Jersey	16	10	34	34	6
New Mexico	1	7	15	71	6
New York	11	10	29	45	4
North Carolina	7	6	23	59	5
North Dakota	16	10	29	43	3
Ohio	10	8	28	48	5
Oklahoma	3	18	18	52	9
Oregon	6	8	20	61	5
Pennsylvania	10	7	25	54	4
Rhode Island	9	10	34	41	6
South Carolina	10	5	23	58	5
South Dakota	9	5	23	59	5
Tennessee	7	5	21	62	5
Texas	6	13	30	46	5
Utah	5	9	21	62	2
Vermont	13	10	32	41	5
Virginia	9	6	21	59	5
Washington	9	8	23	57	4
West Virginia	5	3	15	73	3
Wisconsin	10	10	30	48	2
Wyoming	8	6	27	55	4



## **Gender**

Women travelers slightly outnumbered men over the 2010 to 2014 period, 54 percent to 46 percent, respectively *Note: Gender distributions are based on those reporting. Five percent of respondents did not provide their gender.*

- Female Canadian visitors have outnumbered male Canadian visitors for the past decade at a consistent level.



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# APPENDICES



## Appendix A: BACKGROUND AND METHODOLOGY

[From *International Travel 2014*. Statistics Canada, December 2014. This write-up applies to 2013 travel year data. The numbers would change very slightly for the other travel years' data upon which this report is based.]

### Background

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

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

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

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

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

As travel gained in importance to the Canadian economy, the tourism industry voiced the need for more detailed information on travellers for market research and industry planning. The questionnaires were gradually expanded to include as many as 19 questions on different characteristics, including purpose of trip, duration, locations visited, types of accommodation used, activities and expenditures. The last major changes to the questionnaires were made in 1990. However, minor modifications were introduced in 2001.

Prior to 1990, questionnaires for United States residents visiting Canada were distributed to these travellers when returning to their country by United States Customs officials. The questionnaires were processed by the United States Department of Commerce and the results were sent to

Statistics Canada. Since 1990, questionnaires are distributed to residents of the United States upon entering Canada during sampling periods by CBSA officials. Completed questionnaires are mailed to Statistics Canada for processing.

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

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

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

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

Although about 88,600 non-resident travellers entering Canada and 101,500 returning residents were covered by the survey to produce the 2014 estimates, these numbers represent less than 1.0% of the total traffic.

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



## Travel and the balance of payments

Spending by non-residents visiting Canada (receipts) and spending by Canadian residents returning from trips abroad (payments) are incorporated in the travel account which is an integral part of the current account of the Canadian Balance of International Payments. In 2014, travel receipts, included in exports as part of "services", represented about 3.1% of all current account receipts while travel payments, included in imports as part of "services", represented approximately 5.1% of all current account payments.

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

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

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

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

### Description of methods

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

### Frontier counts

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

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

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

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

**E-311 Customs declaration card.** Form used to record on a census basis travellers entering Canada by commercial plane, including schedule and charter arrivals, at the 18 major international airports. The family Customs Declaration Card was introduced in April 1999. The purpose of this card is to facilitate the clearing of international travellers at the point of entry. Up to four family members living at the same address are allowed on the same card compared to only one person on the old individual E-311 card. In order to estimate the number of travellers recorded on the family Customs Declaration Cards, data capture is done on a sample or census basis depending on the traveller type and airport size (see text table 1). For other airports, census based administrative data is obtained from E-63 forms to produce the estimates.

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#### Text table 1

#### Sampling rates of the family Customs Declaration Cards by type of traveller and size of airport, 2014



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

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

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

A monitoring system has been established to compare incoming data with information available from independent sources, such as airport management reports, toll figures, provincial road counters, etc. The above, as well as reference to weather reports, special events and direct contacts with port authorities, helps the verification and the explanation of irregular fluctuations in reported figures.

The completed forms are submitted continuously to Statistics Canada for processing, analysis and publication. In 2014, the number of documents processed was estimated as follows: 132,700 E-62; 644,100 E-63; and 16,131,800 E-311.

## Questionnaire surveys

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

### Collection methods of mailback questionnaires

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

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

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

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

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

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

**Questionnaire (8-2200-338) for Canadian residents returning from a same-day trip to the United States by**



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

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

### Collection methods of Air Exit Survey of Overseas Visitors

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

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

At the international airports in five cities (Vancouver, Calgary, Toronto, Montreal and Halifax), Statistics Canada's interviewers conduct personal interviews with a sample of overseas travellers as they await their return flights to targeted overseas countries. The countries targeted are those from whom we attract the most travellers. They include principally the United Kingdom, France, Germany and Australia, as well as a number of smaller markets, such as Japan and Mexico. These interviews are conducted each month and the collection period lasts 3 to 7 days.

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

About 7,600 interviews were completed in 2014. Since 2000, this collection method has achieved a response rate of over 95.0%.

### Processing and imputation of questionnaires

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

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

Total imputation (i.e. imputation of complete questionnaires) is carried out for all Port Factor groups (PFGs)<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 2014, these questionnaires represented only 3.4% of total travellers from the United States to Canada and 1.1% of Canadian residents who travelled outside Canada.

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

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

In 2014, 45,400 questionnaires from non-resident travellers and 50,900 questionnaires completed by resident travellers were used to produce estimates.

### Weighting

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

Complex weighting techniques used in the estimation process attempt to reduce the effect of these two types of bias. In order to do so, the questionnaires completed by the



international travellers are disaggregated by known characteristics into homogenous groups (PFGs). In the case of questionnaires obtained from the United States and Canadian travellers, those characteristics are port of entry, type of traveller, mode of entry and duration of stay. In the case of questionnaires obtained from overseas travellers, the characteristics used are country of residence and type of entry. For example, two of the main factor groups include questionnaires from American travellers entering<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.

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

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

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

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

Starting with 2014, another bias adjustment is done for U.S. travellers entering Canada by car. For those travellers who came by car through the largest land ports equipped with the Integrated Primary Inspection Line (IPIL) system, a second stage of weighting is also done. Referred to as the state bias adjustment, it is based on the vehicle state registration information obtained from the IPIL system. The initial weights of these questionnaires are adjusted to better reflect the distribution of travellers from the states that provide the largest volume of travellers. For the top states of origin by PFG by quarter, the statistics obtained from the

questionnaires will match those obtained from the frontier counts. The 2013 U.S. traveller statistics have also been revised to incorporate this state bias adjustment.

In addition, a supplementary adjustment, called the regional weighting adjustment, is done to the weights assigned to overseas questionnaires to take into account the region of entry of the travellers. Using the raking-ratio statistical technique, this adjustment ensures that the derived estimates of the number of travellers from the questionnaires closely match the frontier counts at the region of entry level (by type of entry), while maintaining an exact match at the country of residence level. However, the raking-ratio technique does not guarantee an exact match when the country of residence as well as the region of entry or type of entry are considered. The provincial composition of the five regions used in the process is as follows: Atlantic (Newfoundland, Prince Edward Island, Nova Scotia, and New Brunswick), Quebec, Ontario, Prairies (Manitoba, Saskatchewan, Alberta) and British Columbia (including Yukon, Northwest Territories and Nunavut).

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

## Production schedule

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

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

## Data quality and reliability indicators

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

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

<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.



error arising due to drawing inferences about the population on the basis of information from the sample is termed sampling error.

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

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

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

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

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

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

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

**Text table 2**

**Reliability of the estimates**

Identification in tables and reliability level

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

Because Statistics Canada does not control the distribution of the questionnaires by CBSA border service officers, response rates cannot be calculated for questionnaires. It is known that distribution, particularly at high volume ports, can be poor. In 2000, the survey had 54,600 returned and completed questionnaires as a result of CBSA distribution; this number dropped to 27,400 in 2014. As a result, in the corresponding period the number of imputed records has increased from 39,900 in 2000 to 61,800 in 2014. This is less of a problem on the overseas residents' file where the Overseas Air Exit Survey supplies many questionnaires. Imputation is proportionately higher for the United States travellers' file and the Canadian travellers' file. Initial trend analysis on the United States file has shown that much of the imputation is of short duration trips and the trend, in terms of spending, is not changed much by the imputation. Statistics Canada is working with CBSA to improve questionnaire distribution and is looking into developing alternative methods of imputation.

**Dissemination**

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

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

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

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

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



international overnight travellers is released in the Daily to announce the availability of preliminary data.

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

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

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

## Definition of terms

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

### International traveller

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

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

**Resident traveller.** A resident traveller is an international traveller resident of Canada who has travelled outside of

Canada for a period of less than one year and who is returning to Canada through Canadian customs. Foreign citizens, who are residing in Canada, travelling abroad on leave or for other reasons, for a period of less than one year, are included.

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

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

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

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

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

### Transportation mode

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

**Bus.** Motorized highway vehicle used for carrying passengers for commercial purposes (to lease as a charter or on a seat basis). This category also includes vehicles used to transport students or employees of a company.

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

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

### Type of entry

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

**Via the United States.** Non-residents from countries other than the United States entering Canada or Canadian residents returning to Canada from countries other than the United States via the United States. The length of stay in



the United States has no bearing on the classification; a person could be in transit through the United States or could have stayed several days. Three examples follow:

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

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

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

### Person-trip

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

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

### Person-visit

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

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

Person-visits are divided in two categories according to length of visit: same day and one or more nights (or overnight). As one person-trip may encompass several

person-visits, the number of person-visits is often greater than the number of person-trips.

### Trip or visit duration

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

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

### Person-night

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

### Origin or residence

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

### Area or region of destination

For resident travel to U.S. destinations, census regions are used to determine the area of destination. For resident travel to non-U.S. destinations, country groupings (or regions) are used to determine the area of destination. If the traveller indicated two areas of destination, they are coded and split evenly in the tabulations. Trips with three or more areas of destination are coded in a separate category.

### Purpose of trip

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

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

### Expenditures

They refer to trip expenditures made by all members of the travelling party and related to the trip. Expenditures may have been paid for by individuals, by government or by a private sector business. Expenditures include the following



categories: accommodation, transportation within a country, food and beverages, recreation and entertainment and others (souvenirs, shopping, photos, etc.). Expenditures are reported in Canadian dollars or converted in Canadian dollars. Expenditures exclude medical expenses, expenses on education and spending by crews. Fares paid to travel between countries, known as international passenger fares, are also excluded.

### **Travel receipts**

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

### **Travel payments**

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



## U.S. census regions and corresponding states

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

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Note: NTTO's *Pacific* re-definition Washington, Oregon, California, Alaska, Hawaii

## For More Information

Specific inquiries about tourism statistics should be directed to:

### **Client Services**

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

[cult.tourstats@statcan.ca](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).*

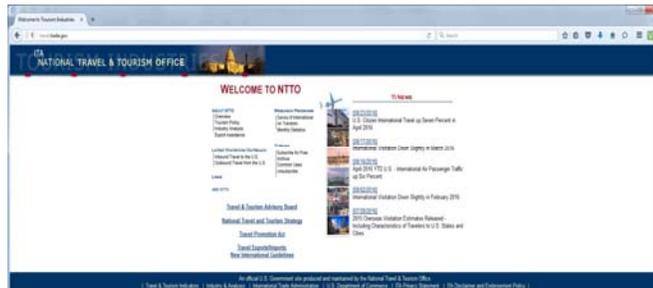
Custom tabulations on the data from which this report is based can be purchased directly from Statistics Canada. Data can be purchased and downloaded directly from the website using a credit card.



## Appendix B: NTTO WEBSITE

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

**<https://travel.trade.gov>**

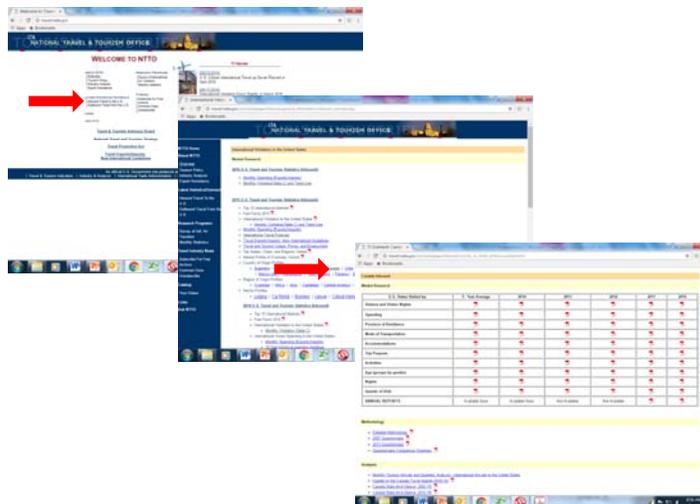


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## Appendix C: RESEARCH AND MARKETING ASSISTANCE

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

- **Monthly Arrivals** tables posted to the NTTO website include historical monthly arrivals for the past ten years. Go to: <http://travel.trade.gov/view/m-2016-I-001/index.asp>
- **The Canadian data page** provides reports & other links for assistance on the market.  
Go to:  
[http://travel.trade.gov/outreachpages/inbound.country\\_in\\_north\\_america.canada.html](http://travel.trade.gov/outreachpages/inbound.country_in_north_america.canada.html)
- **For more information** on the Canadian research program administered by NTTO,  
go to:  
<http://travel.trade.gov/research/programs/canada/index.asp>
- **For any other specific questions** on the Canadian travel market, please contact the NTTO office at (202) 482-0140.
- **The Global Markets team** is a network of export and industry specialists located in more than 100 U.S. cities and more than 80 countries worldwide. These trade professionals provide counseling and a variety of products and services to assist U.S. businesses. The primary Canada Commercial Service Specialists are:

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

Commercial Specialist—Travel & Tourism  
United States Commercial Service—Toronto  
Suite 602 - 480 University Avenue  
Toronto, Ontario, M5G 1V2 CANADA  
Telephone: (416)-595-5412

### United States Global Markets Products and Services

The United States Global Markets is part of the International Trade Administration but delivers its online content through the United States Government's export portal, [www.Export.gov](http://www.Export.gov). Available programs are described below.

#### Counseling and Advocacy

##### Counseling

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

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

##### Advocacy

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

##### Platinum Key Service

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

##### Market Research

##### Market Research Library



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

#### Customized Market Research

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

#### Finding International Partners

##### International Partner Search

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

##### Gold Key Matching Service

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

##### Commercial News USA

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

##### Trade Leads

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

at the following website address:

<http://www.export.gov/tradeleads/index.asp>

##### International Company Profile

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

##### Trade Events and Related Services

##### Trade Fair Certification

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

##### International Buyer Program

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

##### Trade Missions

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

##### Catalog Events

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



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## **Appendix D: 2010-2014 AVERAGES DATA TABLES**

**BASE:** 1) Canada residents  
2) and Visited the USA  
3) and stayed one or more nights in the USA  
4) and visited 2010-2014 [note: two tables are based on fewer years due to changes in reporting bases (Table D Mode of Transportation) and apparent atypical anomalies in either 2013 and/or 2014 data (Table G Activities)]



## Appendix D: Data Table A

### Visitors, Visitor Nights, Average Nights (2010-2014 5-year averages)

Census Region / State	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change	Total Canada (000s)	Percent Change	Average Nights Per Visit	Percent Change
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>	<b>---</b>	<b>200,530</b>	<b>---</b>	<b>9.1</b>	<b>---</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>---</b>	<b>200,424</b>	<b>---</b>	<b>6.6</b>	<b>---</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>---</b>	<b>9,997</b>	<b>---</b>	<b>3.4</b>	<b>---</b>
CONNECTICUT	116	---	462	---	4.0	---
MAINE	956	---	3,305	---	3.5	---
MASSACHUSETTS	699	---	2,887	---	4.1	---
NEW HAMPSHIRE	435	---	1,225	---	2.8	---
RHODE ISLAND	69	---	249	---	3.6	---
VERMONT	691	---	1,869	---	2.7	---
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>---</b>	<b>15,608</b>	<b>---</b>	<b>3.0</b>	<b>---</b>
NEW JERSEY	349	---	1,339	---	3.8	---
NEW YORK	3,916	---	11,565	---	3.0	---
PENNSYLVANIA	933	---	2,704	---	2.9	---
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>---</b>	<b>87,060</b>	<b>---</b>	<b>13.9</b>	<b>---</b>
DELAWARE	39	---	178	---	4.6	---
DISTRICT OF COLUMBIA	177	---	744	---	4.2	---
FLORIDA	3,636	---	73,521	---	20.2	---
GEORGIA	424	---	2,045	---	4.8	---
MARYLAND	209	---	979	---	4.7	---
NORTH CAROLINA	433	---	1,908	---	4.4	---
SOUTH CAROLINA	537	---	4,290	---	8.0	---
VIRGINIA	595	---	2,820	---	4.7	---
WEST VIRGINIA	198	---	574	---	2.9	---
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>---</b>	<b>9,360</b>	<b>---</b>	<b>3.2</b>	<b>---</b>
ILLINOIS	513	---	1,898	---	3.7	---
INDIANA	181	---	611	---	3.4	---
MICHIGAN	1,526	---	4,557	---	3.0	---
OHIO	554	---	1,713	---	3.1	---
WISCONSIN	163	---	581	---	3.6	---
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>---</b>	<b>5,163</b>	<b>---</b>	<b>2.8</b>	<b>---</b>
IOWA	77	---	210	---	2.7	---
KANSAS	50	---	158	---	3.1	---
MINNESOTA	650	---	1,810	---	2.8	---
MISSOURI	138	---	766	---	5.5	---
NEBRASKA	72	---	211	---	2.9	---
NORTH DAKOTA	741	---	1,640	---	2.2	---
SOUTH DAKOTA	121	---	369	---	3.1	---
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>---</b>	<b>2,149</b>	<b>---</b>	<b>3.2</b>	<b>---</b>
ALABAMA	56	---	394	---	7.0	---
KENTUCKY	246	---	590	---	2.4	---
MISSISSIPPI	52	---	139	---	2.7	---
TENNESSEE	322	---	1,026	---	3.2	---
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>---</b>	<b>6,630</b>	<b>---</b>	<b>9.7</b>	<b>---</b>
ARKANSAS	35	---	125	---	3.5	---
LOUISIANA	156	---	717	---	4.6	---
OKLAHOMA	55	---	244	---	4.4	---
TEXAS	435	---	5,545	---	12.7	---
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>---</b>	<b>27,920</b>	<b>---</b>	<b>7.0</b>	<b>---</b>
ARIZONA	769	---	14,499	---	18.9	---
COLORADO	176	---	936	---	5.3	---
IDAHO	338	---	1,024	---	3.0	---
MONTANA	776	---	2,755	---	3.5	---
NEVADA	1,530	---	7,269	---	4.7	---
NEW MEXICO	96	---	327	---	3.4	---
UTAH	236	---	910	---	3.9	---
WYOMING	93	---	200	---	2.1	---
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>---</b>	<b>36,431</b>	<b>---</b>	<b>6.5</b>	<b>---</b>
CALIFORNIA	1,546	---	15,342	---	9.9	---
OREGON	406	---	1,569	---	3.9	---
WASHINGTON	2,853	---	8,742	---	3.1	---
ALASKA	179	---	1,296	---	7.2	---
HAWAII	638	---	9,482	---	14.9	---

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table B

### Visitor Spending

(2010-2014 5-year averages)

Census Region / State	VISITORS		VISITOR SPENDING (1+ NIGHTS)				
	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change	Spending Per Visitor 1+ Nights (\$US)	Percent Change	Average Daily Per Person 1+ Nights (\$US)	Percent Change
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>	<b>\$ 17,558,075</b>	---	<b>\$ 792</b>	---	<b>\$ 88</b>	---
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>\$ 17,628,591</b>	---	<b>\$ 581</b>	---	<b>\$ 88</b>	---
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>\$ 1,029,741</b>	---	<b>\$ 347</b>	---	<b>\$ 103</b>	---
CONNECTICUT	116	\$ 34,905	---	\$ 303	---	\$ 77	---
MAINE	956	\$ 355,138	---	\$ 371	---	\$ 108	---
MASSACHUSETTS	699	\$ 330,539	---	\$ 471	---	\$ 115	---
NEW HAMPSHIRE	435	\$ 130,775	---	\$ 301	---	\$ 107	---
RHODE ISLAND	69	\$ 21,176	---	\$ 311	---	\$ 88	---
VERMONT	691	\$ 157,209	---	\$ 228	---	\$ 85	---
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>\$ 1,918,937</b>	---	<b>\$ 368</b>	---	<b>\$ 123</b>	---
NEW JERSEY	349	\$ 135,138	---	\$ 389	---	\$ 101	---
NEW YORK	3,916	\$ 1,527,037	---	\$ 388	---	\$ 132	---
PENNSYLVANIA	933	\$ 256,762	---	\$ 275	---	\$ 97	---
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>\$ 5,543,272</b>	---	<b>\$ 882</b>	---	<b>\$ 65</b>	---
DELAWARE	39	\$ 21,436	---	\$ 538	---	\$ 119	---
DISTRICT OF COLUMBIA	177	\$ 121,073	---	\$ 681	---	\$ 163	---
FLORIDA	3,636	\$ 4,539,069	---	\$ 1,241	---	\$ 62	---
GEORGIA	424	\$ 133,964	---	\$ 318	---	\$ 74	---
MARYLAND	209	\$ 73,870	---	\$ 356	---	\$ 77	---
NORTH CAROLINA	433	\$ 144,224	---	\$ 333	---	\$ 77	---
SOUTH CAROLINA	537	\$ 322,902	---	\$ 600	---	\$ 76	---
VIRGINIA	595	\$ 156,798	---	\$ 264	---	\$ 59	---
WEST VIRGINIA	198	\$ 29,935	---	\$ 146	---	\$ 63	---
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>\$ 959,359</b>	---	<b>\$ 326</b>	---	<b>\$ 103</b>	---
ILLINOIS	513	\$ 273,013	---	\$ 532	---	\$ 144	---
INDIANA	181	\$ 52,655	---	\$ 291	---	\$ 87	---
MICHIGAN	1,526	\$ 430,751	---	\$ 282	---	\$ 95	---
OHIO	554	\$ 144,743	---	\$ 261	---	\$ 86	---
WISCONSIN	163	\$ 58,197	---	\$ 357	---	\$ 100	---
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>\$ 628,376</b>	---	<b>\$ 340</b>	---	<b>\$ 122</b>	---
IOWA	77	\$ 19,809	---	\$ 253	---	\$ 94	---
KANSAS	50	\$ 10,890	---	\$ 217	---	\$ 69	---
MINNESOTA	650	\$ 232,816	---	\$ 359	---	\$ 129	---
MISSOURI	138	\$ 51,120	---	\$ 369	---	\$ 67	---
NEBRASKA	72	\$ 26,453	---	\$ 367	---	\$ 125	---
NORTH DAKOTA	741	\$ 255,447	---	\$ 344	---	\$ 155	---
SOUTH DAKOTA	121	\$ 31,841	---	\$ 262	---	\$ 86	---
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>\$ 181,377</b>	---	<b>\$ 269</b>	---	<b>\$ 85</b>	---
ALABAMA	56	\$ 23,555	---	\$ 418	---	\$ 62	---
KENTUCKY	246	\$ 46,597	---	\$ 188	---	\$ 78	---
MISSISSIPPI	52	\$ 15,425	---	\$ 293	---	\$ 110	---
TENNESSEE	322	\$ 95,800	---	\$ 298	---	\$ 94	---
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>\$ 550,453</b>	---	<b>\$ 805</b>	---	<b>\$ 83</b>	---
ARKANSAS	35	\$ 12,009	---	\$ 334	---	\$ 96	---
LOUISIANA	156	\$ 133,077	---	\$ 844	---	\$ 184	---
OKLAHOMA	55	\$ 18,579	---	\$ 344	---	\$ 76	---
TEXAS	435	\$ 386,789	---	\$ 888	---	\$ 70	---
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>\$ 2,911,403</b>	---	<b>\$ 723</b>	---	<b>\$ 104</b>	---
ARIZONA	769	\$ 921,464	---	\$ 1,198	---	\$ 64	---
COLORADO	176	\$ 107,453	---	\$ 614	---	\$ 116	---
IDAHO	338	\$ 92,406	---	\$ 272	---	\$ 90	---
MONTANA	776	\$ 270,554	---	\$ 348	---	\$ 99	---
NEVADA	1,530	\$ 1,366,879	---	\$ 891	---	\$ 188	---
NEW MEXICO	96	\$ 37,246	---	\$ 387	---	\$ 114	---
UTAH	236	\$ 96,741	---	\$ 410	---	\$ 107	---
WYOMING	93	\$ 18,661	---	\$ 199	---	\$ 93	---
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>\$ 3,899,716</b>	---	<b>\$ 688</b>	---	<b>\$ 107</b>	---
CALIFORNIA	1,546	\$ 1,533,938	---	\$ 989	---	\$ 100	---
OREGON	406	\$ 152,304	---	\$ 377	---	\$ 97	---
WASHINGTON	2,853	\$ 864,745	---	\$ 300	---	\$ 99	---
ALASKA	179	\$ 176,948	---	\$ 955	---	\$ 133	---
HAWAII	638	\$ 1,171,781	---	\$ 1,819	---	\$ 124	---

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table C

### Province of Residence (2010-2014 5-year averages)

Census Region / State	PROVINCE OF RESIDENCE (1+ NIGHTS)												
	Visitors	New-found-land (000s)	Prince Edward Island (000s)	Nova Scotia (000s)	New Brunswick (000s)	Quebec (000s)	Ontario (000s)	Mani-toba (000s)	Saskat-chewan (000s)	Alberta (000s)	British Columbia (000s)	Yukon + North-west Territory (000s)	
<b>TOTAL U.S. (NET) (1)</b>	<b>23,009</b>	<b>126</b>	<b>26</b>	<b>350</b>	<b>421</b>	<b>4,034</b>	<b>9,560</b>	<b>983</b>	<b>459</b>	<b>2,577</b>	<b>4,443</b>	<b>31</b>	
<b>TOTAL U.S. (SUM) (2)</b>	<b>31,686</b>	<b>219</b>	<b>63</b>	<b>569</b>	<b>726</b>	<b>5,513</b>	<b>13,312</b>	<b>1,325</b>	<b>659</b>	<b>3,589</b>	<b>5,663</b>	<b>49</b>	
<b>NEW ENGLAND (sum)</b>	<b>3,060</b>	<b>11</b>	<b>21</b>	<b>241</b>	<b>376</b>	<b>1,649</b>	<b>646</b>	<b>3</b>	<b>2</b>	<b>46</b>	<b>62</b>	<b>3</b>	
CONNECTICUT	126	1	1	11	13	52	41	0	0	3	4	0	
MAINE	995	6	13	150	256	434	115	0	0	16	4	1	
MASSACHUSETTS	730	2	4	31	51	343	242	3	0	20	35	0	
NEW HAMPSHIRE	400	1	3	41	31	229	84	0	0	6	3	1	
RHODE ISLAND	84	1	0	3	9	30	34	0	0	1	6	0	
VERMONT	725	0	0	6	15	560	130	0	2	0	11	0	
<b>MID ATLANTIC (sum)</b>	<b>5,155</b>	<b>7</b>	<b>3</b>	<b>65</b>	<b>65</b>	<b>1,149</b>	<b>3,601</b>	<b>23</b>	<b>16</b>	<b>114</b>	<b>112</b>	<b>0</b>	
NEW JERSEY	275	0	0	3	1	139	109	1	3	6	13	0	
NEW YORK	3,980	5	1	42	47	860	2,833	17	12	79	85	0	
PENNSYLVANIA	900	2	2	21	18	150	659	5	1	29	14	0	
<b>SOUTH ATLANTIC (sum)</b>	<b>6,778</b>	<b>89</b>	<b>3</b>	<b>181</b>	<b>176</b>	<b>1,844</b>	<b>3,803</b>	<b>105</b>	<b>61</b>	<b>297</b>	<b>220</b>	<b>0</b>	
DELAWARE	48	0	0	2	0	15	22	0	0	7	3	0	
DISTRICT OF COLUMBIA	191	1	0	2	2	36	92	1	0	31	26	0	
FLORIDA	4,016	61	1	117	93	1,162	2,167	72	35	185	124	0	
GEORGIA	436	9	0	6	11	64	316	7	3	13	8	0	
MARYLAND	204	2	0	6	0	70	79	4	0	12	32	0	
NORTH CAROLINA	464	7	0	16	13	134	251	12	3	13	15	0	
SOUTH CAROLINA	593	3	2	9	27	162	359	6	1	15	10	0	
VIRGINIA	605	6	1	20	28	197	306	3	20	21	5	0	
WEST VIRGINIA	223	0	0	3	2	4	212	1	0	1	0	0	
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,914</b>	<b>17</b>	<b>7</b>	<b>14</b>	<b>15</b>	<b>124</b>	<b>2,427</b>	<b>94</b>	<b>25</b>	<b>121</b>	<b>68</b>	<b>2</b>	
ILLINOIS	553	7	0	9	2	76	329	29	13	46	39	2	
INDIANA	169	6	0	2	10	10	100	9	3	16	14	0	
MICHIGAN	1,542	4	0	2	3	18	1,464	20	4	22	5	0	
OHIO	510	0	0	0	0	20	451	12	3	19	6	0	
WISCONSIN	141	0	6	1	0	0	85	24	3	18	3	0	
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,742</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>15</b>	<b>60</b>	<b>451</b>	<b>825</b>	<b>187</b>	<b>140</b>	<b>48</b>	<b>2</b>	
IOWA	44	0	0	0	1	4	22	3	2	8	5	0	
KANSAS	44	0	0	0	0	6	14	7	4	5	9	0	
MINNESOTA	633	4	3	4	0	11	278	254	28	44	7	0	
MISSOURI	139	0	0	0	13	20	70	11	2	13	7	2	
NEBRASKA	55	0	0	0	0	6	19	7	2	14	8	0	
NORTH DAKOTA	702	0	0	0	0	2	27	493	136	38	6	0	
SOUTH DAKOTA	126	0	3	0	1	10	22	50	13	20	7	0	
<b>EAST SOUTH CENTRAL (sum)</b>	<b>635</b>	<b>7</b>	<b>0</b>	<b>11</b>	<b>16</b>	<b>17</b>	<b>494</b>	<b>21</b>	<b>20</b>	<b>39</b>	<b>12</b>	<b>0</b>	
ALABAMA	71	0	0	2	0	0	41	3	15	9	0	0	
KENTUCKY	204	4	0	0	4	2	176	7	1	11	0	0	
MISSISSIPPI	51	4	0	0	0	0	38	2	1	5	2	0	
TENNESSEE	309	0	0	9	13	14	238	9	3	14	9	0	
<b>WEST SOUTH CENTRAL (sum)</b>	<b>775</b>	<b>11</b>	<b>1</b>	<b>6</b>	<b>8</b>	<b>96</b>	<b>334</b>	<b>28</b>	<b>25</b>	<b>169</b>	<b>97</b>	<b>0</b>	
ARKANSAS	33	0	0	0	0	1	24	3	2	2	1	0	
LOUISIANA	191	6	0	3	0	30	101	0	3	30	18	0	
OKLAHOMA	48	0	0	1	3	6	16	6	2	11	3	0	
TEXAS	503	5	1	2	5	58	194	20	18	126	74	0	
<b>MOUNTAIN (sum)</b>	<b>4,195</b>	<b>29</b>	<b>12</b>	<b>19</b>	<b>28</b>	<b>332</b>	<b>797</b>	<b>131</b>	<b>224</b>	<b>1,718</b>	<b>891</b>	<b>15</b>	
ARIZONA	909	5	0	2	10	100	211	34	55	302	186	6	
COLORADO	218	2	0	9	0	30	61	20	20	48	28	0	
IDAHO	357	0	0	0	0	0	11	2	8	179	156	0	
MONTANA	697	1	1	0	1	1	17	14	42	547	73	2	
NEVADA	1,556	15	5	6	12	151	405	35	80	492	351	5	
NEW MEXICO	85	0	0	2	0	8	31	3	3	14	24	0	
UTAH	300	7	3	2	5	36	50	14	8	114	61	2	
WYOMING	73	0	3	0	1	5	10	10	9	22	12	2	
<b>PACIFIC (sum)</b>	<b>6,430</b>	<b>45</b>	<b>11</b>	<b>28</b>	<b>27</b>	<b>243</b>	<b>759</b>	<b>96</b>	<b>99</b>	<b>944</b>	<b>4,153</b>	<b>28</b>	
CALIFORNIA	1,666	26	3	10	15	131	407	29	52	454	534	6	
OREGON	440	3	3	1	2	9	20	5	5	56	342	2	
WASHINGTON	3,207	4	4	3	3	36	102	21	13	199	2,828	2	
ALASKA	262	1	3	6	13	110	7	4	47	56	16	16	
HAWAII	855	18	14	1	55	120	39	25	188	392	3		

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table D

### Mode of Transportation (2010-2012 3-year averages)

Census Region / State	VISITORS Total Canada (000s)	MODE OF TRANSPORTATION (4)			
		Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>21,339</b>	<b>12,759</b>	<b>7,358</b>	<b>671</b>	<b>552</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>29,104</b>	<b>18,628</b>	<b>8,860</b>	<b>830</b>	<b>785</b>
<b>NEW ENGLAND (sum)</b>	<b>2,911</b>	<b>2,282</b>	<b>301</b>	<b>187</b>	<b>140</b>
CONNECTICUT	123	85	31	4	3
MAINE	925	830	33	24	39
MASSACHUSETTS	677	384	174	106	13
NEW HAMPSHIRE	437	353	19	19	46
RHODE ISLAND	64	38	17	6	2
VERMONT	684	592	27	28	38
<b>MID ATLANTIC (sum)</b>	<b>5,121</b>	<b>3,944</b>	<b>855</b>	<b>182</b>	<b>141</b>
NEW JERSEY	386	228	127	24	6
NEW YORK	3,803	2,937	621	136	109
PENNSYLVANIA	933	778	107	21	26
<b>SOUTH ATLANTIC (sum)</b>	<b>5,904</b>	<b>3,042</b>	<b>2,749</b>	<b>49</b>	<b>63</b>
DELAWARE	38	27	8	0	2
DISTRICT OF COLUMBIA	172	56	109	7	0
FLORIDA	3,327	1,152	2,149	20	5
GEORGIA	418	288	121	1	7
MARYLAND	222	153	57	4	8
NORTH CAROLINA	422	308	99	1	15
SOUTH CAROLINA	512	416	90	3	3
VIRGINIA	619	489	104	12	15
WEST VIRGINIA	174	153	12	2	8
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,949</b>	<b>2,186</b>	<b>479</b>	<b>150</b>	<b>134</b>
ILLINOIS	502	188	283	27	4
INDIANA	199	145	36	12	6
MICHIGAN	1,517	1,283	44	97	93
OHIO	557	451	72	14	19
WISCONSIN	174	117	44	0	12
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,905</b>	<b>1,580</b>	<b>209</b>	<b>62</b>	<b>54</b>
IOWA	95	53	22	1	18
KANSAS	52	33	18	1	0
MINNESOTA	675	562	74	29	10
MISSOURI	140	75	55	7	3
NEBRASKA	80	53	26	1	1
NORTH DAKOTA	738	705	8	17	8
SOUTH DAKOTA	126	100	5	8	14
<b>EAST SOUTH CENTRAL (sum)</b>	<b>706</b>	<b>514</b>	<b>139</b>	<b>20</b>	<b>34</b>
ALABAMA	52	34	18	0	0
KENTUCKY	270	218	37	6	8
MISSISSIPPI	55	28	18	5	5
TENNESSEE	329	233	66	9	20
<b>WEST SOUTH CENTRAL (sum)</b>	<b>638</b>	<b>206</b>	<b>422</b>	<b>2</b>	<b>9</b>
ARKANSAS	39	28	11	0	0
LOUISIANA	137	47	86	1	4
OKLAHOMA	59	29	30	0	0
TEXAS	403	102	294	1	5
<b>MOUNTAIN (sum)</b>	<b>3,857</b>	<b>1,953</b>	<b>1,796</b>	<b>65</b>	<b>43</b>
ARIZONA	694	241	449	2	2
COLORADO	164	64	97	2	2
IDAHO	317	280	17	16	5
MONTANA	804	735	40	11	18
NEVADA	1,478	365	1,079	30	3
NEW MEXICO	101	65	35	0	1
UTAH	201	126	74	0	2
WYOMING	98	77	5	4	11
<b>PACIFIC (sum)</b>	<b>5,113</b>	<b>2,921</b>	<b>1,911</b>	<b>113</b>	<b>168</b>
CALIFORNIA	1,490	282	1,190	11	7
OREGON	372	282	50	32	9
WASHINGTON	2,610	2,281	131	64	134
ALASKA	125	40	62	4	19
HAWAII	515	36	477	2	0

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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

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

This table is based on a three-year average because the 2013 and later transportation mode tables are based on all travelers, which includes day trips.



Appendix D: Data Table E  
Type of Accommodations  
(2010-2014 5-year averages)

Census Region / State	VISITORS		TYPE OF ACCOMMODATIONS (1+ NIGHTS)					
	Total Canada (000s)		Camping (000s)	Cottage/ Cabin (000s)	Hotel and/or Motel Only (NET) (000s)	Friends or Relatives (000s)	Other Combination (NET) (000s)	Not Stated (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>		<b>1,639</b>	<b>844</b>	<b>10,929</b>	<b>2,395</b>	<b>4,798</b>	<b>1,482</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>		<b>2,484</b>	<b>1,078</b>	<b>15,868</b>	<b>3,401</b>	<b>4,567</b>	<b>2,798</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>		<b>283</b>	<b>165</b>	<b>1,615</b>	<b>338</b>	<b>304</b>	<b>262</b>
CONNECTICUT	116		7	2	57	34	7	9
MAINE	956		105	64	576	69	66	76
MASSACHUSETTS	699		33	8	414	104	87	54
NEW HAMPSHIRE	435		47	10	237	39	57	45
RHODE ISLAND	69		7	2	31	12	10	7
VERMONT	691		84	81	301	79	76	70
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>		<b>378</b>	<b>167</b>	<b>3,105</b>	<b>590</b>	<b>475</b>	<b>483</b>
NEW JERSEY	349		26	6	189	52	51	26
NEW YORK	3,916		306	149	2,325	432	337	368
PENNSYLVANIA	933		47	12	591	106	87	89
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>		<b>482</b>	<b>103</b>	<b>2,576</b>	<b>690</b>	<b>1,608</b>	<b>790</b>
DELAWARE	39		6	2	22	5	2	4
DISTRICT OF COLUMBIA	177		10	1	126	16	13	12
FLORIDA	3,636		323	48	1,164	454	1,302	345
GEORGIA	424		20	5	281	39	34	45
MARYLAND	209		14	3	94	31	23	45
NORTH CAROLINA	433		30	16	219	54	45	68
SOUTH CAROLINA	537		26	15	267	31	117	81
VIRGINIA	595		44	13	266	48	62	162
WEST VIRGINIA	198		8	0	138	13	11	28
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>		<b>223</b>	<b>48</b>	<b>1,744</b>	<b>461</b>	<b>211</b>	<b>249</b>
ILLINOIS	513		27	3	346	63	39	35
INDIANA	181		15	3	102	31	17	14
MICHIGAN	1,526		133	33	857	272	98	133
OHIO	554		31	6	342	75	43	58
WISCONSIN	163		17	4	97	21	14	10
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>		<b>137</b>	<b>30</b>	<b>1,228</b>	<b>142</b>	<b>128</b>	<b>184</b>
IOWA	77		7	1	39	7	15	9
KANSAS	50		3	1	28	11	5	3
MINNESOTA	650		38	10	422	63	54	63
MISSOURI	138		10	2	72	22	17	14
NEBRASKA	72		8	0	45	6	4	8
NORTH DAKOTA	741		48	11	565	27	22	68
SOUTH DAKOTA	121		22	4	57	7	12	19
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>		<b>43</b>	<b>9</b>	<b>407</b>	<b>76</b>	<b>47</b>	<b>94</b>
ALABAMA	56		6	1	28	10	8	3
KENTUCKY	246		14	1	155	25	10	40
MISSISSIPPI	52		6	2	32	7	2	3
TENNESSEE	322		18	6	191	33	27	48
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>		<b>65</b>	<b>5</b>	<b>373</b>	<b>86</b>	<b>106</b>	<b>47</b>
ARKANSAS	35		4	1	15	6	5	4
LOUISIANA	156		7	1	111	8	16	13
OKLAHOMA	55		6	0	27	7	11	4
TEXAS	435		47	2	220	65	75	27
<b>MOUNTAIN (sum)</b>	<b>4,015</b>		<b>318</b>	<b>179</b>	<b>2,302</b>	<b>375</b>	<b>547</b>	<b>294</b>
ARIZONA	769		89	23	207	141	241	68
COLORADO	176		16	1	96	25	25	12
IDAHO	338		50	17	180	23	36	32
MONTANA	776		85	111	351	92	94	42
NEVADA	1,530		35	8	1,243	39	109	96
NEW MEXICO	96		7	2	54	9	13	11
UTAH	236		17	10	126	37	23	25
WYOMING	93		19	8	45	7	6	8
<b>PACIFIC (sum)</b>	<b>5,622</b>		<b>556</b>	<b>372</b>	<b>2,518</b>	<b>642</b>	<b>1,141</b>	<b>393</b>
CALIFORNIA	1,546		109	23	762	188	388	76
OREGON	406		31	16	183	43	74	58
WASHINGTON	2,853		388	311	1,253	384	310	207
ALASKA	179		12	4	52	4	90	17
HAWAII	638		15	18	268	23	278	36

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table F

### Trip Purpose

(2010-2014 5-year averages)

Census Region / State	PURPOSE OF TRIP (1+ NIGHTS)				
	VISITORS	PURPOSE OF TRIP (1+ NIGHTS)			
	Total Canada (000s)	Business/ Convention (000s)	Visit Friends or Relatives (000s)	Holiday/ Vacation (3) (000s)	Other (4) (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>	<b>2,262</b>	<b>3,275</b>	<b>12,876</b>	<b>3,674</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>2,873</b>	<b>4,295</b>	<b>19,761</b>	<b>3,268</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>172</b>	<b>432</b>	<b>1,966</b>	<b>396</b>
CONNECTICUT	116	19	36	48	13
MAINE	956	24	98	662	173
MASSACHUSETTS	699	95	126	403	75
NEW HAMPSHIRE	435	10	53	316	57
RHODE ISLAND	69	12	20	34	4
VERMONT	691	13	100	504	74
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>445</b>	<b>753</b>	<b>3,227</b>	<b>772</b>
NEW JERSEY	349	56	71	203	20
NEW YORK	3,916	287	537	2,473	618
PENNSYLVANIA	933	102	146	551	134
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>506</b>	<b>635</b>	<b>4,744</b>	<b>363</b>
DELAWARE	39	8	5	23	4
DISTRICT OF COLUMBIA	177	59	25	84	10
FLORIDA	3,636	225	331	2,870	210
GEORGIA	424	59	46	291	28
MARYLAND	209	27	42	121	19
NORTH CAROLINA	433	45	66	301	21
SOUTH CAROLINA	537	30	42	441	25
VIRGINIA	595	47	61	449	38
WEST VIRGINIA	198	5	18	166	8
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>480</b>	<b>692</b>	<b>1,342</b>	<b>423</b>
ILLINOIS	513	156	105	211	41
INDIANA	181	36	40	88	16
MICHIGAN	1,526	150	391	688	297
OHIO	554	100	119	288	48
WISCONSIN	163	38	36	68	21
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>148</b>	<b>240</b>	<b>1,053</b>	<b>409</b>
IOWA	77	15	14	36	13
KANSAS	50	10	14	23	3
MINNESOTA	650	60	94	371	125
MISSOURI	138	29	35	63	11
NEBRASKA	72	9	13	44	7
NORTH DAKOTA	741	19	58	423	241
SOUTH DAKOTA	121	7	12	93	9
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>86</b>	<b>81</b>	<b>476</b>	<b>34</b>
ALABAMA	56	12	7	35	2
KENTUCKY	246	32	30	167	16
MISSISSIPPI	52	6	7	38	1
TENNESSEE	322	35	36	235	15
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>212</b>	<b>150</b>	<b>273</b>	<b>46</b>
ARKANSAS	35	5	7	20	4
LOUISIANA	156	52	15	82	7
OKLAHOMA	55	10	15	25	5
TEXAS	435	146	114	146	29
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>352</b>	<b>402</b>	<b>2,978</b>	<b>282</b>
ARIZONA	769	65	114	543	46
COLORADO	176	54	35	75	12
IDAHO	338	11	38	259	30
MONTANA	776	16	85	574	102
NEVADA	1,530	173	82	1,221	56
NEW MEXICO	96	10	13	60	13
UTAH	236	20	29	171	16
WYOMING	93	4	6	76	7
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>471</b>	<b>909</b>	<b>3,698</b>	<b>544</b>
CALIFORNIA	1,546	260	317	901	68
OREGON	406	30	72	283	22
WASHINGTON	2,853	137	494	1,800	421
ALASKA	179	6	4	164	5
HAWAII	638	38	23	551	27

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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

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

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



## Appendix D: Data Table G1

### Activities

(2010-2012 3-year averages)

Census Region / State	VISITORS		ACTIVITY ON U.S. TRIP (1+ NIGHTS)				
	Total Canada (000s)	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>21,339</b>	<b>16,159</b>	<b>9,400</b>	<b>7,047</b>	<b>5,716</b>	<b>4,620</b>	<b>4,858</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>29,104</b>	<b>22,773</b>	<b>14,819</b>	<b>10,799</b>	<b>8,774</b>	<b>8,126</b>	<b>6,916</b>
<b>NEW ENGLAND (sum)</b>	<b>2,911</b>	<b>2,120</b>	<b>1,403</b>	<b>824</b>	<b>890</b>	<b>777</b>	<b>436</b>
CONNECTICUT	123	91	66	64	23	40	20
MAINE	925	733	398	204	265	173	102
MASSACHUSETTS	677	501	429	249	133	321	165
NEW HAMPSHIRE	437	333	218	84	163	97	54
RHODE ISLAND	64	50	41	37	17	36	17
VERMONT	684	412	250	186	290	111	77
<b>MID ATLANTIC (sum)</b>	<b>5,121</b>	<b>3,816</b>	<b>2,267</b>	<b>1,532</b>	<b>1,133</b>	<b>1,357</b>	<b>1,009</b>
NEW JERSEY	386	280	195	151	88	117	73
NEW YORK	3,803	2,779	1,583	1,031	788	919	755
PENNSYLVANIA	933	757	488	350	257	322	182
<b>SOUTH ATLANTIC (sum)</b>	<b>5,904</b>	<b>4,912</b>	<b>3,308</b>	<b>2,718</b>	<b>2,630</b>	<b>1,487</b>	<b>1,437</b>
DELAWARE	38	28	17	14	10	12	9
DISTRICT OF COLUMBIA	172	112	117	61	28	116	44
FLORIDA	3,327	2,819	1,824	1,552	1,476	587	837
GEORGIA	418	354	249	222	190	139	109
MARYLAND	222	168	134	98	91	69	44
NORTH CAROLINA	422	333	230	224	188	143	102
SOUTH CAROLINA	512	433	288	193	284	138	115
VIRGINIA	619	512	340	281	277	225	135
WEST VIRGINIA	174	153	109	74	88	58	41
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,949</b>	<b>2,085</b>	<b>1,137</b>	<b>1,161</b>	<b>554</b>	<b>557</b>	<b>592</b>
ILLINOIS	502	352	304	200	78	168	167
INDIANA	199	149	101	82	40	64	45
MICHIGAN	1,517	1,054	437	561	259	163	222
OHIO	557	404	212	241	141	113	122
WISCONSIN	174	126	83	77	36	48	37
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,905</b>	<b>1,538</b>	<b>679</b>	<b>512</b>	<b>329</b>	<b>427</b>	<b>395</b>
IOWA	95	65	62	51	19	38	22
KANSAS	52	43	27	32	15	24	15
MINNESOTA	675	521	187	169	121	87	129
MISSOURI	140	101	81	65	29	57	46
NEBRASKA	80	64	55	35	22	41	32
NORTH DAKOTA	738	645	164	111	94	89	121
SOUTH DAKOTA	126	100	102	49	28	91	31
<b>EAST SOUTH CENTRAL (sum)</b>	<b>706</b>	<b>594</b>	<b>465</b>	<b>344</b>	<b>290</b>	<b>278</b>	<b>225</b>
ALABAMA	52	40	27	31	25	24	14
KENTUCKY	270	223	162	132	108	88	74
MISSISSIPPI	55	47	46	18	26	34	27
TENNESSEE	329	284	230	163	132	132	110
<b>WEST SOUTH CENTRAL (sum)</b>	<b>638</b>	<b>487</b>	<b>389</b>	<b>317</b>	<b>202</b>	<b>318</b>	<b>246</b>
ARKANSAS	39	33	26	24	18	21	11
LOUISIANA	137	113	109	41	40	91	77
OKLAHOMA	59	48	40	37	25	35	14
TEXAS	403	294	213	215	120	171	143
<b>MOUNTAIN (sum)</b>	<b>3,857</b>	<b>3,222</b>	<b>2,498</b>	<b>1,362</b>	<b>1,299</b>	<b>1,363</b>	<b>1,457</b>
ARIZONA	694	599	477	393	356	356	207
COLORADO	164	106	89	66	65	60	55
IDAHO	317	259	170	103	113	108	56
MONTANA	804	663	380	282	325	233	226
NEVADA	1,478	1,265	1,086	335	282	363	794
NEW MEXICO	101	89	81	53	35	70	32
UTAH	201	166	135	96	92	106	67
WYOMING	98	75	81	35	29	67	20
<b>PACIFIC (sum)</b>	<b>5,113</b>	<b>3,998</b>	<b>2,675</b>	<b>2,028</b>	<b>1,448</b>	<b>1,563</b>	<b>1,119</b>
CALIFORNIA	1,490	1,202	983	760	457	560	413
OREGON	372	300	259	174	114	165	89
WASHINGTON	2,610	1,914	868	935	483	418	382
ALASKA	125	101	103	18	64	82	43
HAWAII	515	481	462	142	331	338	192

Source: Statistics Canada, *International Travel Survey* (2010-2012 data purchase).

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

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

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

Activity participation is NOT state specific, but rather, reflects the state visitors' activity participation anywhere in the U.S.

This table contains three years of data (not five) because a questionnaire change beginning in 2013 eliminated some activities and added many new ones.



## Appendix D: Data Table G2

### Activities (continued)

(2010-2012 3-year averages)

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>3,908</b>	<b>3,500</b>	<b>2,509</b>	<b>2,732</b>	<b>3,392</b>	<b>2,373</b>	<b>1,960</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>6,790</b>	<b>5,888</b>	<b>3,845</b>	<b>4,202</b>	<b>5,079</b>	<b>3,809</b>	<b>3,267</b>
<b>NEW ENGLAND (sum)</b>	<b>589</b>	<b>520</b>	<b>225</b>	<b>234</b>	<b>101</b>	<b>195</b>	<b>97</b>
CONNECTICUT	21	31	15	17	12	11	8
MAINE	141	116	111	51	37	38	31
MASSACHUSETTS	119	227	28	91	20	92	15
NEW HAMPSHIRE	142	54	37	34	12	20	15
RHODE ISLAND	23	19	4	8	7	8	4
VERMONT	144	72	31	33	13	27	24
<b>MID ATLANTIC (sum)</b>	<b>868</b>	<b>1,009</b>	<b>441</b>	<b>692</b>	<b>604</b>	<b>393</b>	<b>305</b>
NEW JERSEY	62	81	59	46	63	30	14
NEW YORK	622	709	260	527	460	262	172
PENNSYLVANIA	183	219	122	119	82	102	118
<b>SOUTH ATLANTIC (sum)</b>	<b>1,196</b>	<b>1,079</b>	<b>1,651</b>	<b>782</b>	<b>473</b>	<b>1,210</b>	<b>1,288</b>
DELAWARE	12	13	3	4	5	1	2
DISTRICT OF COLUMBIA	43	113	8	28	3	38	9
FLORIDA	595	442	1,192	421	302	718	694
GEORGIA	108	95	94	69	24	79	101
MARYLAND	49	60	36	26	14	43	30
NORTH CAROLINA	99	85	66	56	33	78	90
SOUTH CAROLINA	91	84	101	66	28	105	174
VIRGINIA	153	161	119	90	51	116	137
WEST VIRGINIA	47	26	31	23	13	31	52
<b>EAST NORTH CENTRAL (sum)</b>	<b>395</b>	<b>534</b>	<b>277</b>	<b>296</b>	<b>288</b>	<b>246</b>	<b>206</b>
ILLINOIS	80	184	56	81	36	88	25
INDIANA	47	55	20	32	22	25	16
MICHIGAN	131	142	64	114	182	66	109
OHIO	101	109	111	56	28	48	43
WISCONSIN	37	44	26	14	20	19	12
<b>WEST NORTH CENTRAL (sum)</b>	<b>359</b>	<b>303</b>	<b>147</b>	<b>173</b>	<b>424</b>	<b>178</b>	<b>128</b>
IOWA	34	28	5	11	19	12	7
KANSAS	19	16	5	9	14	11	8
MINNESOTA	73	77	63	51	216	49	48
MISSOURI	40	48	16	32	19	27	14
NEBRASKA	32	19	3	19	31	12	12
NORTH DAKOTA	77	63	44	31	87	45	26
SOUTH DAKOTA	84	53	12	19	38	22	14
<b>EAST SOUTH CENTRAL (sum)</b>	<b>213</b>	<b>186</b>	<b>139</b>	<b>139</b>	<b>93</b>	<b>94</b>	<b>125</b>
ALABAMA	23	18	9	10	12	9	13
KENTUCKY	59	52	61	42	21	36	43
MISSISSIPPI	21	21	9	17	28	8	12
TENNESSEE	110	95	59	70	31	41	56
<b>WEST SOUTH CENTRAL (sum)</b>	<b>183</b>	<b>197</b>	<b>74</b>	<b>141</b>	<b>109</b>	<b>99</b>	<b>71</b>
ARKANSAS	20	15	4	12	10	5	7
LOUISIANA	37	53	16	34	42	20	11
OKLAHOMA	20	15	11	9	15	10	8
TEXAS	106	113	43	87	42	64	46
<b>MOUNTAIN (sum)</b>	<b>1,429</b>	<b>929</b>	<b>320</b>	<b>993</b>	<b>1,993</b>	<b>534</b>	<b>606</b>
ARIZONA	346	228	50	129	232	127	219
COLORADO	71	41	7	17	18	17	13
IDAHO	123	63	40	40	125	28	51
MONTANA	281	149	50	70	159	46	113
NEVADA	365	284	140	646	1,308	239	142
NEW MEXICO	64	57	8	28	40	17	15
UTAH	109	67	16	52	86	44	42
WYOMING	71	40	11	12	25	16	11
<b>PACIFIC (sum)</b>	<b>1,410</b>	<b>1,132</b>	<b>572</b>	<b>751</b>	<b>995</b>	<b>859</b>	<b>441</b>
CALIFORNIA	502	452	392	263	287	414	186
OREGON	178	109	38	49	121	58	47
WASHINGTON	442	320	91	197	551	144	137
ALASKA	95	64	2	33	29	25	5
HAWAII	342	186	49	210	7	217	67

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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

Activity participation is NOT state specific, but rather, reflects the state visitors' activity participation anywhere in the U.S.

This table contains three years of data (not five) because a questionnaire change beginning in 2013 eliminated some activities and added many new ones.



## Appendix D: Data Table G3

### Activities (continued)

(2010-2012 3-year averages)

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>1,439</b>	<b>1,867</b>	<b>1,226</b>	<b>392</b>	<b>289</b>	<b>26</b>	<b>1,296</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>2,435</b>	<b>2,849</b>	<b>1,818</b>	<b>656</b>	<b>319</b>	<b>51</b>	<b>1,649</b>
<b>NEW ENGLAND (sum)</b>	<b>186</b>	<b>238</b>	<b>185</b>	<b>55</b>	<b>95</b>	<b>5</b>	<b>160</b>
CONNECTICUT	13	15	3	1	0	0	11
MAINE	48	53	46	19	24	1	58
MASSACHUSETTS	50	100	38	6	2	1	31
NEW HAMPSHIRE	33	33	23	5	8	1	20
RHODE ISLAND	6	9	6	1	0	0	1
VERMONT	36	28	69	24	61	3	40
<b>MID ATLANTIC (sum)</b>	<b>291</b>	<b>379</b>	<b>234</b>	<b>75</b>	<b>92</b>	<b>11</b>	<b>350</b>
NEW JERSEY	14	21	13	4	0	0	35
NEW YORK	198	270	173	47	90	6	259
PENNSYLVANIA	79	87	49	24	2	5	56
<b>SOUTH ATLANTIC (sum)</b>	<b>579</b>	<b>641</b>	<b>599</b>	<b>239</b>	<b>1</b>	<b>12</b>	<b>289</b>
DELAWARE	3	8	3	0	0	0	2
DISTRICT OF COLUMBIA	9	17	7	0	0	0	17
FLORIDA	307	354	379	143	0	4	123
GEORGIA	52	60	38	18	0	1	36
MARYLAND	23	24	26	4	0	1	17
NORTH CAROLINA	42	48	40	20	0	1	32
SOUTH CAROLINA	41	48	40	15	0	3	22
VIRGINIA	68	63	55	27	1	2	33
WEST VIRGINIA	33	20	13	12	0	0	7
<b>EAST NORTH CENTRAL (sum)</b>	<b>230</b>	<b>309</b>	<b>94</b>	<b>42</b>	<b>7</b>	<b>6</b>	<b>308</b>
ILLINOIS	51	87	17	3	1	1	49
INDIANA	20	25	4	4	0	0	25
MICHIGAN	87	102	40	21	5	3	147
OHIO	53	70	23	11	1	1	69
WISCONSIN	19	25	11	3	0	1	18
<b>WEST NORTH CENTRAL (sum)</b>	<b>97</b>	<b>229</b>	<b>46</b>	<b>26</b>	<b>11</b>	<b>4</b>	<b>89</b>
IOWA	6	10	3	3	0	0	8
KANSAS	6	10	1	1	0	0	3
MINNESOTA	32	90	16	6	8	2	30
MISSOURI	13	32	7	3	0	0	12
NEBRASKA	6	14	3	2	0	1	7
NORTH DAKOTA	20	55	12	6	2	0	27
SOUTH DAKOTA	14	16	3	4	1	1	3
<b>EAST SOUTH CENTRAL (sum)</b>	<b>91</b>	<b>92</b>	<b>51</b>	<b>27</b>	<b>0</b>	<b>1</b>	<b>84</b>
ALABAMA	6	6	7	3	0	0	4
KENTUCKY	34	33	16	11	0	1	39
MISSISSIPPI	12	7	4	1	0	0	5
TENNESSEE	38	45	24	12	0	0	37
<b>WEST SOUTH CENTRAL (sum)</b>	<b>90</b>	<b>72</b>	<b>54</b>	<b>12</b>	<b>1</b>	<b>4</b>	<b>63</b>
ARKANSAS	5	2	6	1	0	0	4
LOUISIANA	32	16	15	3	1	1	10
OKLAHOMA	5	8	1	1	0	0	7
TEXAS	47	46	32	8	0	2	43
<b>MOUNTAIN (sum)</b>	<b>365</b>	<b>463</b>	<b>211</b>	<b>77</b>	<b>89</b>	<b>6</b>	<b>82</b>
ARIZONA	94	145	31	9	1	1	21
COLORADO	8	19	9	4	24	1	10
IDAHO	37	33	35	15	2	1	6
MONTANA	74	71	96	35	51	3	17
NEVADA	88	131	29	6	4	1	16
NEW MEXICO	18	17	4	1	0	0	3
UTAH	32	32	4	3	7	0	8
WYOMING	14	15	3	3	1	1	1
<b>PACIFIC (sum)</b>	<b>477</b>	<b>428</b>	<b>343</b>	<b>105</b>	<b>20</b>	<b>1</b>	<b>224</b>
CALIFORNIA	204	157	60	15	5	0	53
OREGON	50	33	14	11	2	0	14
WASHINGTON	167	199	105	41	11	1	152
ALASKA	11	6	31	25	1	0	2
HAWAII	74	33	133	12	2	1	3

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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

Activity participation is NOT state specific, but rather, reflects the state visitors' activity participation anywhere in the U.S.

This table contains three years of data (not five) because a questionnaire change beginning in 2013 eliminated some activities and added many new ones.



## Appendix D: Data Table H1

### Age Groups

(2010-2014 5-year averages)

Census Region / State	VISITORS							
	AGE OF PERSONS IN TRAVEL PARTY (1+ NIGHTS)							
	Total Canada (000s)	Under 12 (000s)	12 - 19 (000s)	Under 20 (NET) (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	Age/Sex Not Stated (000s)
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>	<b>1,238</b>	<b>1,039</b>	<b>2,276</b>	<b>2,372</b>	<b>6,537</b>	<b>9,860</b>	<b>1,041</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>1,584</b>	<b>1,361</b>	<b>2,945</b>	<b>2,860</b>	<b>8,293</b>	<b>14,752</b>	<b>1,347</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>185</b>	<b>165</b>	<b>350</b>	<b>307</b>	<b>905</b>	<b>1,262</b>	<b>142</b>
CONNECTICUT	116	4	5	9	11	31	60	4
MAINE	956	66	52	118	80	271	452	36
MASSACHUSETTS	699	33	41	74	96	220	264	46
NEW HAMPSHIRE	435	32	22	55	46	142	174	19
RHODE ISLAND	69	3	3	6	7	23	28	4
VERMONT	691	46	42	88	68	218	284	34
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>281</b>	<b>308</b>	<b>588</b>	<b>511</b>	<b>1,496</b>	<b>2,374</b>	<b>229</b>
NEW JERSEY	349	25	29	54	37	119	119	21
NEW YORK	3,916	217	220	437	410	1,142	1,755	172
PENNSYLVANIA	933	38	59	97	64	236	499	36
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>407</b>	<b>276</b>	<b>683</b>	<b>453</b>	<b>1,611</b>	<b>3,217</b>	<b>285</b>
DELAWARE	39	4	2	5	5	12	17	1
DISTRICT OF COLUMBIA	177	6	8	14	31	63	57	13
FLORIDA	3,636	291	184	475	274	1,024	1,706	157
GEORGIA	424	10	11	21	22	80	278	23
MARYLAND	209	12	10	21	24	55	99	11
NORTH CAROLINA	433	15	16	31	25	100	257	20
SOUTH CAROLINA	537	31	21	51	29	121	311	24
VIRGINIA	595	33	21	54	36	127	349	28
WEST VIRGINIA	198	6	4	11	7	30	144	7
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>131</b>	<b>127</b>	<b>257</b>	<b>281</b>	<b>890</b>	<b>1,355</b>	<b>153</b>
ILLINOIS	513	20	20	40	79	197	171	25
INDIANA	181	4	6	10	16	49	100	6
MICHIGAN	1,526	65	71	136	125	437	738	89
OHIO	554	33	22	55	46	158	267	29
WISCONSIN	163	8	8	16	16	49	78	4
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>132</b>	<b>96</b>	<b>228</b>	<b>172</b>	<b>488</b>	<b>895</b>	<b>67</b>
IOWA	77	1	3	4	7	18	46	3
KANSAS	50	2	0	2	4	10	31	3
MINNESOTA	650	42	34	77	63	169	317	25
MISSOURI	138	5	4	10	11	39	69	9
NEBRASKA	72	1	2	3	8	14	45	2
NORTH DAKOTA	741	73	48	121	72	211	316	20
SOUTH DAKOTA	121	7	4	11	6	28	71	6
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>21</b>	<b>21</b>	<b>42</b>	<b>34</b>	<b>151</b>	<b>412</b>	<b>36</b>
ALABAMA	56	0	0	0	2	15	36	1
KENTUCKY	246	10	10	20	12	53	145	16
MISSISSIPPI	52	0	0	0	2	16	31	1
TENNESSEE	322	11	11	22	16	67	199	18
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>15</b>	<b>17</b>	<b>31</b>	<b>93</b>	<b>217</b>	<b>312</b>	<b>29</b>
ARKANSAS	35	0	0	0	1	10	23	1
LOUISIANA	156	1	2	3	25	65	59	3
OKLAHOMA	55	1	1	2	10	10	29	5
TEXAS	435	13	14	27	57	132	200	20
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>136</b>	<b>128</b>	<b>264</b>	<b>455</b>	<b>1,113</b>	<b>2,025</b>	<b>157</b>
ARIZONA	769	19	22	41	61	186	457	23
COLORADO	176	5	4	9	17	52	86	12
IDAHO	338	18	15	33	17	63	210	14
MONTANA	776	55	41	96	67	193	395	25
NEVADA	1,530	28	37	65	259	528	610	68
NEW MEXICO	96	0	1	1	7	14	68	6
UTAH	236	6	6	13	20	51	147	6
WYOMING	93	5	2	8	5	25	52	4
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>278</b>	<b>223</b>	<b>500</b>	<b>555</b>	<b>1,420</b>	<b>2,900</b>	<b>247</b>
CALIFORNIA	1,546	98	61	159	204	484	620	80
OREGON	406	11	13	24	34	80	247	20
WASHINGTON	2,853	129	115	243	223	644	1,632	111
ALASKA	179	4	3	7	15	31	117	10
HAWAII	638	35	31	66	79	181	284	27

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table H2

### Male Age Groups

(2010-2014 5-year averages)

Census Region / State	VISITORS		AGE OF MALES IN TRAVEL PARTY (1+ NIGHTS)				Age/Sex Not Stated (000s)
	Total Canada (000s)	Total Males (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
<b>TOTAL U.S. (NET) (1)</b>	<b>22,087</b>	<b>9,783</b>	---	---	---	---	<b>1,038</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>13,639</b>	<b>1,390</b>	<b>1,209</b>	<b>3,899</b>	<b>7,142</b>	<b>1,347</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>1,295</b>	<b>166</b>	<b>127</b>	<b>428</b>	<b>575</b>	<b>142</b>
CONNECTICUT	116	52	5	4	16	27	4
MAINE	956	404	56	29	116	204	36
MASSACHUSETTS	699	299	31	41	111	117	46
NEW HAMPSHIRE	435	202	29	22	69	82	19
RHODE ISLAND	69	29	2	4	11	12	4
VERMONT	691	308	43	27	104	133	34
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>2,292</b>	<b>286</b>	<b>192</b>	<b>705</b>	<b>1,109</b>	<b>229</b>
NEW JERSEY	349	148	21	12	57	58	21
NEW YORK	3,916	1,692	219	148	522	804	172
PENNSYLVANIA	933	451	46	33	125	246	36
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>2,877</b>	<b>316</b>	<b>199</b>	<b>760</b>	<b>1,603</b>	<b>285</b>
DELAWARE	39	21	2	3	6	9	1
DISTRICT OF COLUMBIA	177	83	7	17	30	29	13
FLORIDA	3,636	1,611	217	111	462	822	157
GEORGIA	424	201	9	9	42	141	23
MARYLAND	209	94	9	10	25	49	11
NORTH CAROLINA	433	215	15	11	55	134	20
SOUTH CAROLINA	537	274	27	15	65	166	24
VIRGINIA	595	281	24	18	60	179	28
WEST VIRGINIA	198	98	5	4	15	73	7
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>1,357</b>	<b>122</b>	<b>129</b>	<b>444</b>	<b>663</b>	<b>153</b>
ILLINOIS	513	252	19	37	109	87	25
INDIANA	181	91	3	11	26	51	6
MICHIGAN	1,526	663	65	52	203	344	89
OHIO	554	272	29	20	83	140	29
WISCONSIN	163	79	6	8	23	41	4
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>847</b>	<b>108</b>	<b>71</b>	<b>232</b>	<b>436</b>	<b>67</b>
IOWA	77	45	2	4	13	27	3
KANSAS	50	25	1	3	6	16	3
MINNESOTA	650	298	35	27	84	151	25
MISSOURI	138	71	5	7	25	35	9
NEBRASKA	72	35	2	4	6	23	2
NORTH DAKOTA	741	314	58	23	85	148	20
SOUTH DAKOTA	121	58	5	3	13	37	6
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>327</b>	<b>19</b>	<b>17</b>	<b>82</b>	<b>209</b>	<b>36</b>
ALABAMA	56	30	0	1	11	18	1
KENTUCKY	246	116	9	5	28	74	16
MISSISSIPPI	52	27	0	3	10	15	1
TENNESSEE	322	153	10	8	33	102	18
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>337</b>	<b>20</b>	<b>46</b>	<b>117</b>	<b>154</b>	<b>29</b>
ARKANSAS	35	17	0	0	5	12	1
LOUISIANA	156	81	2	12	38	29	3
OKLAHOMA	55	30	2	7	5	17	5
TEXAS	435	209	16	27	70	96	20
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>1,851</b>	<b>128</b>	<b>200</b>	<b>497</b>	<b>1,025</b>	<b>157</b>
ARIZONA	769	373	19	32	90	232	23
COLORADO	176	84	3	7	26	49	12
IDAHO	338	152	16	6	28	102	14
MONTANA	776	361	51	32	79	199	25
NEVADA	1,530	673	29	108	233	303	68
NEW MEXICO	96	47	0	5	6	36	6
UTAH	236	116	5	9	24	79	6
WYOMING	93	44	4	2	11	27	4
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>2,455</b>	<b>226</b>	<b>227</b>	<b>635</b>	<b>1,367</b>	<b>247</b>
CALIFORNIA	1,546	692	63	87	243	298	80
OREGON	406	193	12	16	42	122	20
WASHINGTON	2,853	1,226	117	86	263	759	111
ALASKA	179	75	4	5	12	54	10
HAWAII	638	271	29	32	75	135	27

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



### Appendix D: Data Table H3 Female Age Groups (2010-2014 5-year averages)

Census Region / State	VISITORS		AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS)				Age/Sex Not Stated (000s)
	Total Canada (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>	<b>22,087</b>	<b>11,262</b>	---	---	---	---	<b>1,038</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>15,210</b>	<b>1,555</b>	<b>1,651</b>	<b>4,394</b>	<b>7,610</b>	<b>1,347</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>1,529</b>	<b>185</b>	<b>180</b>	<b>478</b>	<b>687</b>	<b>142</b>
CONNECTICUT	116	59	4	7	15	33	4
MAINE	956	516	62	51	155	248	36
MASSACHUSETTS	699	355	43	55	109	147	46
NEW HAMPSHIRE	435	214	25	24	73	92	19
RHODE ISLAND	69	35	4	3	12	17	4
VERMONT	691	350	45	40	114	150	34
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>2,677</b>	<b>303</b>	<b>318</b>	<b>792</b>	<b>1,265</b>	<b>229</b>
NEW JERSEY	349	180	33	25	62	61	21
NEW YORK	3,916	2,051	219	262	619	951	172
PENNSYLVANIA	933	446	51	32	111	253	36
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>3,086</b>	<b>367</b>	<b>254</b>	<b>852</b>	<b>1,613</b>	<b>285</b>
DELAWARE	39	17	3	1	5	7	1
DISTRICT OF COLUMBIA	177	82	6	14	33	28	13
FLORIDA	3,636	1,868	259	163	562	884	157
GEORGIA	424	200	12	14	38	136	23
MARYLAND	209	105	12	14	30	50	11
NORTH CAROLINA	433	198	16	14	45	123	20
SOUTH CAROLINA	537	239	24	13	56	145	24
VIRGINIA	595	285	30	18	68	169	28
WEST VIRGINIA	198	93	5	2	14	71	7
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>1,426</b>	<b>135</b>	<b>152</b>	<b>446</b>	<b>692</b>	<b>153</b>
ILLINOIS	513	235	21	41	88	84	25
INDIANA	181	84	7	5	23	49	6
MICHIGAN	1,526	774	72	73	235	395	89
OHIO	554	253	26	26	75	126	29
WISCONSIN	163	80	10	7	26	37	4
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>936</b>	<b>120</b>	<b>101</b>	<b>257</b>	<b>458</b>	<b>67</b>
IOWA	77	29	3	3	5	19	3
KANSAS	50	22	1	1	4	16	3
MINNESOTA	650	327	41	36	85	166	25
MISSOURI	138	59	5	5	14	35	9
NEBRASKA	72	34	2	4	7	22	2
NORTH DAKOTA	741	407	63	49	126	168	20
SOUTH DAKOTA	121	57	6	3	15	34	6
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>313</b>	<b>23</b>	<b>16</b>	<b>70</b>	<b>203</b>	<b>36</b>
ALABAMA	56	24	0	1	4	19	1
KENTUCKY	246	114	11	7	25	71	16
MISSISSIPPI	52	23	0	1	6	16	1
TENNESSEE	322	151	12	8	34	97	18
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>315</b>	<b>12</b>	<b>46</b>	<b>99</b>	<b>157</b>	<b>29</b>
ARKANSAS	35	17	0	1	5	11	1
LOUISIANA	156	71	1	13	27	30	3
OKLAHOMA	55	20	0	3	5	12	5
TEXAS	435	206	11	30	62	104	20
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>2,007</b>	<b>136</b>	<b>255</b>	<b>616</b>	<b>1,000</b>	<b>157</b>
ARIZONA	769	373	22	29	96	225	23
COLORADO	176	79	5	10	26	37	12
IDAHO	338	172	17	11	35	108	14
MONTANA	776	391	45	36	114	197	25
NEVADA	1,530	789	35	152	295	307	68
NEW MEXICO	96	43	0	2	8	32	6
UTAH	236	115	8	11	27	68	6
WYOMING	93	46	3	3	14	25	4
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>2,920</b>	<b>274</b>	<b>328</b>	<b>785</b>	<b>1,533</b>	<b>256</b>
CALIFORNIA	1,546	775	96	117	240	322	88
OREGON	406	194	12	18	38	126	20
WASHINGTON	2,853	1,516	126	136	381	872	111
ALASKA	179	95	3	10	19	63	10
HAWAII	638	340	37	47	106	150	27

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table I

### Nights Spent in State

(2010-2014 5-year averages)

Census Region / State	VISITORS		NIGHTS SPENT IN U.S. DESTINATION (1+ NIGHTS)					
	Total Canada Day & Overnight (000s)	DAY-TRIPS Same Day (000s)	TOTAL 1+ Nights (NET) (000s)	One Night (000s)	Two to Six Nights (000s)	Seven to Thirteen Nights (000s)	Fourteen or More Nights (000s)	Average Nights Per Visit
<b>TOTAL U.S. (NET) (1)</b>	<b>51,987</b>	<b>29,900</b>	<b>22,087</b>	<b>2,291</b>	<b>11,974</b>	<b>4,854</b>	<b>2,967</b>	<b>9.1</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>43,512</b>	<b>13,318</b>	<b>30,194</b>	<b>7,173</b>	<b>15,841</b>	<b>4,528</b>	<b>2,654</b>	<b>6.6</b>
<b>NEW ENGLAND (sum)</b>	<b>4,675</b>	<b>1,708</b>	<b>2,967</b>	<b>718</b>	<b>1,938</b>	<b>266</b>	<b>45</b>	<b>3.4</b>
CONNECTICUT	172	56	116	36	66	11	3	4.0
MAINE	1,151	194	956	223	609	108	16	3.5
MASSACHUSETTS	909	209	699	105	509	70	15	4.1
NEW HAMPSHIRE	870	435	435	124	276	32	3	2.8
RHODE ISLAND	93	24	69	20	40	7	2	3.6
VERMONT	1,481	790	691	210	438	38	6	2.7
<b>MID ATLANTIC (sum)</b>	<b>8,495</b>	<b>3,297</b>	<b>5,198</b>	<b>1,615</b>	<b>3,209</b>	<b>284</b>	<b>90</b>	<b>3.0</b>
NEW JERSEY	572	223	349	74	228	40	7	3.8
NEW YORK	6,215	2,299	3,916	1,146	2,515	200	56	3.0
PENNSYLVANIA	1,708	775	933	395	467	44	25	2.9
<b>SOUTH ATLANTIC (sum)</b>	<b>9,127</b>	<b>2,879</b>	<b>6,248</b>	<b>1,170</b>	<b>1,849</b>	<b>1,794</b>	<b>1,436</b>	<b>13.9</b>
DELAWARE	64	25	39	21	11	4	2	4.6
DISTRICT OF COLUMBIA	258	81	177	25	138	11	4	4.2
FLORIDA	3,969	333	3,636	124	802	1,459	1,252	20.2
GEORGIA	921	497	424	201	173	28	23	4.8
MARYLAND	672	463	209	81	94	20	14	4.7
NORTH CAROLINA	886	453	433	177	167	56	34	4.4
SOUTH CAROLINA	859	322	537	146	167	152	71	8.0
VIRGINIA	991	397	595	263	242	61	29	4.7
WEST VIRGINIA	507	309	198	131	56	4	7	2.9
<b>EAST NORTH CENTRAL (sum)</b>	<b>4,958</b>	<b>2,022</b>	<b>2,937</b>	<b>1,029</b>	<b>1,676</b>	<b>183</b>	<b>49</b>	<b>3.2</b>
ILLINOIS	879	367	513	124	338	39	11	3.7
INDIANA	448	266	181	75	91	11	5	3.4
MICHIGAN	2,466	940	1,526	548	871	90	17	3.0
OHIO	884	330	554	220	293	29	12	3.1
WISCONSIN	282	119	163	62	83	14	4	3.6
<b>WEST NORTH CENTRAL (sum)</b>	<b>2,491</b>	<b>641</b>	<b>1,850</b>	<b>571</b>	<b>1,178</b>	<b>73</b>	<b>28</b>	<b>2.8</b>
IOWA	127	49	77	36	37	4	1	2.7
KANSAS	76	26	50	22	24	3	1	3.1
MINNESOTA	911	260	650	171	442	29	7	2.8
MISSOURI	177	39	138	38	77	15	8	5.5
NEBRASKA	99	27	72	32	34	2	2	2.9
NORTH DAKOTA	943	202	741	230	496	11	4	2.2
SOUTH DAKOTA	157	37	121	42	68	8	3	3.1
<b>EAST SOUTH CENTRAL (sum)</b>	<b>1,184</b>	<b>508</b>	<b>676</b>	<b>294</b>	<b>313</b>	<b>51</b>	<b>19</b>	<b>3.2</b>
ALABAMA	100	44	56	21	22	7	6	7.0
KENTUCKY	477	231	246	125	105	11	4	2.4
MISSISSIPPI	73	21	52	20	30	2	1	2.7
TENNESSEE	533	210	322	127	156	31	8	3.2
<b>WEST SOUTH CENTRAL (sum)</b>	<b>874</b>	<b>192</b>	<b>682</b>	<b>107</b>	<b>361</b>	<b>122</b>	<b>93</b>	<b>9.7</b>
ARKANSAS	60	25	35	14	17	2	1	3.5
LOUISIANA	168	13	156	17	109	27	2	4.6
OKLAHOMA	82	27	55	20	26	5	3	4.4
TEXAS	563	128	435	55	208	88	85	12.7
<b>MOUNTAIN (sum)</b>	<b>4,955</b>	<b>940</b>	<b>4,015</b>	<b>630</b>	<b>2,439</b>	<b>656</b>	<b>290</b>	<b>7.0</b>
ARIZONA	939	170	769	51	250	250	218	18.9
COLORADO	213	37	176	34	103	31	8	5.3
IDAHO	669	331	338	125	181	27	5	3.0
MONTANA	897	121	776	186	490	82	19	3.5
NEVADA	1,662	132	1,530	78	1,203	219	30	4.7
NEW MEXICO	110	14	96	35	47	13	1	3.4
UTAH	320	84	236	79	118	31	8	3.9
WYOMING	144	51	93	42	48	3	0	2.1
<b>PACIFIC (sum)</b>	<b>6,754</b>	<b>1,132</b>	<b>5,622</b>	<b>1,040</b>	<b>2,879</b>	<b>1,101</b>	<b>602</b>	<b>6.5</b>
CALIFORNIA	1,801	255	1,546	102	705	496	243	9.9
OREGON	487	81	406	91	252	49	14	3.9
WASHINGTON	3,476	623	2,853	815	1,823	159	55	3.1
ALASKA	312	133	179	25	59	76	20	7.2
HAWAII	677	39	638	6	40	321	270	14.9

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



## Appendix D: Data Table J

### Quarter of Year of Visit (2010-2014 5-year averages)

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>22,087</b>	<b>4,924</b>	<b>5,389</b>	<b>7,066</b>	<b>4,707</b>
<b>TOTAL U.S. (SUM) (2)</b>	<b>30,197</b>	<b>6,995</b>	<b>7,837</b>	<b>9,264</b>	<b>6,100</b>
<b>NEW ENGLAND (sum)</b>	<b>2,967</b>	<b>343</b>	<b>628</b>	<b>1,466</b>	<b>530</b>
CONNECTICUT	116	15	33	42	25
MAINE	956	80	188	540	149
MASSACHUSETTS	699	82	166	316	136
NEW HAMPSHIRE	435	39	84	228	85
RHODE ISLAND	69	3	11	43	11
VERMONT	691	125	145	297	125
<b>MID ATLANTIC (sum)</b>	<b>5,198</b>	<b>910</b>	<b>1,269</b>	<b>1,961</b>	<b>1,059</b>
NEW JERSEY	349	50	85	148	65
NEW YORK	3,916	686	906	1,523	800
PENNSYLVANIA	933	173	277	289	193
<b>SOUTH ATLANTIC (sum)</b>	<b>6,248</b>	<b>2,141</b>	<b>1,824</b>	<b>1,080</b>	<b>1,203</b>
DELAWARE	39	2	8	21	7
DISTRICT OF COLUMBIA	177	29	51	55	42
FLORIDA	3,636	1,465	976	490	705
GEORGIA	424	147	157	57	62
MARYLAND	209	36	62	64	47
NORTH CAROLINA	433	111	150	95	78
SOUTH CAROLINA	537	140	166	115	115
VIRGINIA	595	159	189	151	95
WEST VIRGINIA	198	51	65	31	50
<b>EAST NORTH CENTRAL (sum)</b>	<b>2,937</b>	<b>514</b>	<b>722</b>	<b>1,037</b>	<b>664</b>
ILLINOIS	513	91	145	174	103
INDIANA	181	28	51	58	45
MICHIGAN	1,526	250	360	557	359
OHIO	554	130	138	164	121
WISCONSIN	163	15	27	84	37
<b>WEST NORTH CENTRAL (sum)</b>	<b>1,850</b>	<b>309</b>	<b>471</b>	<b>710</b>	<b>361</b>
IOWA	77	13	31	24	9
KANSAS	50	8	19	12	11
MINNESOTA	650	108	149	265	128
MISSOURI	138	20	48	33	37
NEBRASKA	72	13	29	20	9
NORTH DAKOTA	741	134	164	292	151
SOUTH DAKOTA	121	12	30	63	15
<b>EAST SOUTH CENTRAL (sum)</b>	<b>676</b>	<b>224</b>	<b>222</b>	<b>108</b>	<b>122</b>
ALABAMA	56	24	16	4	11
KENTUCKY	246	83	81	38	43
MISSISSIPPI	52	25	18	1	8
TENNESSEE	322	92	106	64	61
<b>WEST SOUTH CENTRAL (sum)</b>	<b>682</b>	<b>185</b>	<b>208</b>	<b>123</b>	<b>166</b>
ARKANSAS	35	11	13	3	8
LOUISIANA	156	43	46	16	51
OKLAHOMA	55	12	23	12	8
TEXAS	435	118	126	92	98
<b>MOUNTAIN (sum)</b>	<b>4,015</b>	<b>1,012</b>	<b>1,113</b>	<b>1,068</b>	<b>822</b>
ARIZONA	769	322	229	64	154
COLORADO	176	38	49	50	39
IDAHO	338	54	98	137	49
MONTANA	776	132	169	359	117
NEVADA	1,530	390	430	334	376
NEW MEXICO	96	26	36	11	22
UTAH	236	46	86	53	52
WYOMING	93	4	16	60	13
<b>PACIFIC (sum)</b>	<b>5,622</b>	<b>1,358</b>	<b>1,380</b>	<b>1,711</b>	<b>1,172</b>
CALIFORNIA	1,546	459	424	315	348
OREGON	406	95	110	129	72
WASHINGTON	2,853	518	684	1,064	587
ALASKA	179	2	51	117	9
HAWAII	638	284	111	86	156

Source: Statistics Canada, *International Travel Survey* (2010-2014 data purchase).

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

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

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



**Appendix D: Data Table K**  
**Sample Size for U.S. Regions and States**  
 —various sorts—(One or More Nights - 2010-2014 Combined)

Table Sort		Alphabetical Sort		Sample Size Sort	
<b>U.S. Total</b>	<b>83,716</b>	<b>U.S. Total</b>	<b>83,716</b>	<b>U.S. Total</b>	<b>83,716</b>
<b>New England</b>	<b>12,754</b>	East North Central	12,354	South Atlantic	23,051
Connecticut	595	East South Central	2,873	Mid Atlantic	18,793
Maine	4,077	Mid Atlantic	18,793	Pacific	18,341
Massachusetts	3,264	Mountain	14,862	Mountain	14,862
New Hampshire	1,720	New England	12,754	New England	12,754
Rhode Island	231	Pacific	18,341	East North Central	12,354
Vermont	2,867	South Atlantic	23,051	West North Central	8,650
<b>Mid Atlantic</b>	<b>18,793</b>	West North Central	8,650	West South Central	3,211
New Jersey	1,351	West South Central	3,211	East South Central	2,873
New York	13,982				
Pennsylvania	3,360	Alabama	338	New York	13,982
<b>South Atlantic</b>	<b>23,051</b>	Alaska	768	Florida	12,656
Delaware	50	Arizona	3,016	Washington	10,415
District Of Columbia	776	Arkansas	106	Michigan	6,121
Florida	12,656	California	5,975	California	5,975
Georgia	1,822	Colorado	765	Nevada	5,643
Maryland	792	Connecticut	595	Maine	4,077
North Carolina	1,798	Delaware	50	North Dakota	3,534
South Carolina	1,913	District Of Columbia	776	Pennsylvania	3,360
Virginia	2,307	Florida	12,656	Massachusetts	3,264
West Virginia	652	Georgia	1,822	Arizona	3,016
<b>East North Central</b>	<b>12,354</b>	Hawaii	2,001	Minnesota	2,947
Illinois	2,233	Idaho	1,080	Vermont	2,867
Indiana	847	Illinois	2,233	Montana	2,553
Michigan	6,121	Indiana	847	Virginia	2,307
Ohio	2,259	Iowa	331	Ohio	2,259
Wisconsin	794	Kansas	171	Illinois	2,233
<b>West North Central</b>	<b>8,650</b>	Kentucky	961	Texas	2,123
Iowa	331	Louisiana	551	Hawaii	2,001
Kansas	171	Maine	4,077	South Carolina	1,913
Minnesota	2,947	Maryland	792	Georgia	1,822
Missouri	622	Massachusetts	3,264	North Carolina	1,798
Nebraska	375	Michigan	6,121	New Hampshire	1,720
North Dakota	3,534	Minnesota	2,947	Oregon	1,644
South Dakota	670	Mississippi	208	Tennessee	1,366
<b>East South Central</b>	<b>2,873</b>	Missouri	622	New Jersey	1,351
Alabama	338	Montana	2,553	Idaho	1,080
Kentucky	961	Nebraska	375	Utah	1,009
Mississippi	208	Nevada	5,643	Kentucky	961
Tennessee	1,366	New Hampshire	1,720	Indiana	847
<b>West South Central</b>	<b>3,211</b>	New Jersey	1,351	Wisconsin	794
Arkansas	106	New Mexico	501	Maryland	792
Louisiana	551	New York	13,982	District Of Columbia	776
Oklahoma	131	North Carolina	1,798	Alaska	768
Texas	2,123	North Dakota	3,534	Colorado	765
<b>Mountain</b>	<b>14,862</b>	Ohio	2,259	South Dakota	670
Arizona	3,016	Oklahoma	131	West Virginia	652
Colorado	765	Oregon	1,644	Missouri	622
Idaho	1,080	Pennsylvania	3,360	Connecticut	595
Montana	2,553	Rhode Island	231	Louisiana	551
Nevada	5,643	South Carolina	1,913	New Mexico	501
New Mexico	501	South Dakota	670	Wyoming	395
Utah	1,009	Tennessee	1,366	Nebraska	375
Wyoming	395	Texas	2,123	Alabama	338
<b>Pacific</b>	<b>18,341</b>	Utah	1,009	Iowa	331
California	5,975	Vermont	2,867	Rhode Island	231
Oregon	1,644	Virginia	2,307	Mississippi	208
Washington	10,415	Washington	10,415	Kansas	171
Alaska	768	West Virginia	652	Oklahoma	131
Hawaii	2,001	Wisconsin	794	Arkansas	106
		Wyoming	395	Delaware	50



## Appendix E: SURVEY QUESTIONNAIRE

IMPORTANT NOTE: the survey questionnaire and survey methodology was overhauled beginning with travel year 2013. **Appendix A** contains the details of the methodology used and changes beginning in 2013. This **Appendix E**

contains the questionnaire used beginning in 2013. **Appendix F** contains a summary of survey result changes that may be due to the questionnaire changes.



# International Travel Survey of Canadian Residents

Français au verso.

## Welcome back to Canada!

### Confidential when completed.

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

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

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

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

### BASIC TRAVEL INFORMATION

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

City / Town .....

Province / Territory:

Nova Scotia     Ontario     Alberta     Northwest Territories

Newfoundland and Labrador     New Brunswick     Manitoba     British Columbia     Nunavut

Prince Edward Island     Quebec     Saskatchewan     Yukon

2. Where and when did you leave Canada?

Name of Canadian border crossing or Canadian airport

Date

DD MM YYYY

3. Where and when did you return to Canada?

Name of Canadian border crossing or Canadian airport

Date

DD MM YYYY

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

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

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

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

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

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

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

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

b) Main U.S. State visited .....

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

8-2241-336 2011-11-25





**TRANSPORT TO LEAVE CANADA**

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

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

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

a) the name of the transport company .....

b) the flight number (for plane travel only) .....

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

Country .....

If United States, in which state .....

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

Yes      No

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

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

**TRANSPORT TO RETURN TO CANADA**

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

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

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

a) the name of the transport company .....

b) the flight number (for plane travel only) .....

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

Country .....

If United States, from which state .....

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

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

**PACKAGE OR INCLUSIVE TRIPS**

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

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

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

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

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

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

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



**TRANSPORT FARES TO LEAVE AND RETURN TO CANADA**

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

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

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

**TRANSPORT AND FARES WHILE OUTSIDE CANADA**

18. Was this trip to the United States only?

Yes ▶ Please go to question 20

No

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

Yes ▶ Please go to question 20

No

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

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

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

**SPENDING WHILE OUTSIDE CANADA**

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

Exclude:

a) Package costs reported in question 16

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

c) Commercial transport between foreign countries reported in question 19

20. Number of persons included in spending .....

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

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



22. Please distribute **Total spending while outside Canada** by each of the places visited.  
 Please name all countries or U.S. states visited even if you did not stay overnight.

Name of Country or U.S. state	Total spent within each country or state (CAD\$)	Number of nights <i>(Put "0" for same-day visit)</i>	Where did your travelling party stay? <i>Check all that apply.</i>						
			Hotel	Motel	Home of friends or relatives	Camp or trailer park	Cottage or cabin	Cruise ship	Other
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
	\$								
<b>Total spending while outside Canada</b>	\$								

*should match total in question 21*

23. Was any part of your trip paid for by...

Frequent Flyer points or other travel rewards programs       An Incentive travel program (from your employer)

24. Does anyone in your **travelling party** own any of the accommodations used on this trip (include time shares)? .....  Yes  No

**ACTIVITIES WHILE OUTSIDE CANADA**

25. While on this trip outside Canada, what activities did you or anyone in your travelling party do? *Check all that apply.*

<input type="radio"/> Visit friends or family (include wedding, anniversary, graduation, family reunion)	<input type="radio"/> Go to a casino
<input type="radio"/> Shop	<input type="radio"/> Visit a theme or amusement park
<input type="radio"/> Sightsee	<input type="radio"/> Attend an aboriginal event (pow wow, performance, other)
<input type="radio"/> Visit a museum or art gallery	<input type="radio"/> For medical or dental appointment or other health reasons
<input type="radio"/> Visit a historic site	<input type="radio"/> Go to the movies
<input type="radio"/> Visit a zoo or aquarium	<input type="radio"/> Go to restaurant, bar or club
<input type="radio"/> Attend a sports event as a spectator	<input type="radio"/> Go wildlife viewing or bird watching
<input type="radio"/> Attend a festival or fair	<input type="radio"/> Visit a national or provincial nature park
<input type="radio"/> Attend a performance such as a play or concert	<input type="radio"/> Attend a business meeting, conference or seminar

**Participate in sports or outdoor activities**

<input type="radio"/> Play individual or team sports	<input type="radio"/> Go hunting
<input type="radio"/> Use all terrain vehicle (ATV, quad, 4 x 4)	<input type="radio"/> Go golfing
<input type="radio"/> Go boating	<input type="radio"/> Go cycling
<input type="radio"/> Go canoeing or kayaking	<input type="radio"/> Go snowmobiling
<input type="radio"/> Go camping	<input type="radio"/> Go downhill skiing or snowboarding
<input type="radio"/> Go hiking or backpacking	<input type="radio"/> Go cross-country skiing or snowshoeing
<input type="radio"/> Go fishing	<input type="radio"/> Other - specify:
<input type="radio"/> Go to a beach	<input type="text"/>

**COMMENTS**

We welcome comments on any aspect of your trip especially those which would help us to better understand your responses.

**Thank you for completing this important survey.**  
 Please use attached postage paid envelope to mail your questionnaire.  
 Visit our website at [www.statcan.gc.ca](http://www.statcan.gc.ca)



## Appendix F: IMPLICATIONS OF THE 2013 SURVEY QUESTIONNAIRE CHANGE

**Appendix A** of this report provides Statistics Canada's description of the background and methodology of the *International Travel Survey (ITS)*, the program that generates the data in this report. That overview fully describes the changes that occurred in both the questionnaire and the survey methodology begun in 2013.

### What does it mean?

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

However, a few traveler characteristics had major shifts going from 2012 to 2013, and some had even greater shifts going in 2014.

### Activities:

Many activities were added to the activity list and a few were removed. The new activities tend to be micro-niche in nature, or are more applicable visitors of Canada (the same questionnaire is used for inbound and outbound), and thus have very small participation incidence for travelers to the USA.

Activity participation rates were stable up through 2012, and became unstable for 2013 and for 2014. Specifically, activity participation rates are much smaller. The incidence for *No Activity Reported* increased from 6% in 2012 to 16% in 2013 to 47% in 2014. Compared to 2013, incidence was lower in 2014 for EVERY activity, and much lower for many or most activities.

### Travel Spending Categories:

Travel spending categories were rearranged. The new category, "Clothes and Gifts plus Other (souvenirs, shopping, etc.);" is a few percentage points higher than the old "(other (shopping, souvenirs, etc.))" line item.

Accommodation types were rearranged, resulting in a greatly reduced incidence of "Hotel Only" from 44% to 17%, while "Hotel & Motel" jumped from 4% to 29%.

### Stay Length:

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

category's share of total *visitor-nights* increasing from 30% in 2012 to 35% in 2014.