



# CANADIAN TRAVEL TO THE UNITED STATES 1999



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U.S. DEPARTMENT OF COMMERCE  
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## Introduction

This edition of the *Canadian Travel to the United States* report constitutes the eighteenth publication in a series, which began in 1980 as an annual publication. We wish to thank the International Travel Section of Statistics Canada for the data used in this report.

The purpose of this report is to provide a quick-reference guide on basic Canadian travel, of one or more nights, to the United States for 1999. The data included in this report were drawn from voluntary responses to Statistics Canada's *International Travel Survey of Canadian Residents*.

The 1999 edition provides a presentation of state level Canadian arrivals data under the following headings: visits, province of residence, mode of transportation, person nights and length of stay, type of accommodation, expenditures, and purpose of visit.

An interpretive analysis is provided for each category listed above, complete with tables and graphs to illustrate salient points. Appendices A-F of this report provide state-by-state traveler characteristics and totals for each heading, offering comparative measures against other states or regions or against previous years.



## EXECUTIVE SUMMARY

A brief summary of the 1999 data shows that the Canadians are back, after experiencing annual declines since 1992 (with the exception of 1996). In 1999, Canadian travelers to the United States totaled 14,110,000, up 5 percent, compared to an 11 percent decline in the previous year. The growth can be attributed to combined factors of faster growth in real GDP for 1999, record low unemployment rates, and increased consumer confidence. In 1998, Canadian travelers to the United States were down 11 percent, totaling 13,422,000. The average length of time that Canadians spent in the United States in 1999 was 7.1 nights, slightly lower than 1998, at 7.4 nights. Canadian expenditures in 1999, for those staying one or more nights in the United States, totaled \$8.3 billion. This represents a record year for expenditures, almost a 57 percent increase compared to 1998 and a 63 percent increase from the 1994 level of \$5.1 billion. Canadian receipts made up more than 8 percent of total international receipts in 1999.

Canadian travel to the U.S. is mostly concentrated in the Border States which, when combined with the states of Florida, California and Nevada, account for almost 90 percent of all one-or-more nights travel to this country. In 1999, eight out of ten Canadian visitors to the U.S. came from three Canadian provinces (Ontario, Quebec and British Columbia). Ontario, alone, accounted for half of all Canadian visitors to the United States, almost three times more than any other province.

More than half (60 percent) of all Canadians used automobile travel as their primary mode of transportation totaling 11.7 million arrivals in 1999, up 3 percent compared to the previous year. Air travel comprised 29 percent of total travel used by Canadians totaling 5.6 million arrivals last year. Auto and air travel market shares were steady in 1999 compared to the previous year. Auto travel has decreased by 9 percentage points over the last five years while air travel has increased in market share by 8 percentage points, a reflection of the positive effects of the open skies agreement between the United States and Canada.

During their visit to the United States, nearly half of Canadian visitors for one-or-more nights used hotel/motel as their primary type of accommodation. Staying with friends and relatives was a distant second. A smaller share of Canadian travelers enjoyed camping and cottage/cabin accommodations.

Canadians are overwhelmingly visiting the United States for pleasure purposes. Over three-quarters (75 percent) of all Canadian travel in 1999 was for either vacation or visiting friends and relatives. Business and other purposes accounted for the remaining 25 percent. In the last five years, however, the trend has been for declining market share for vacation travel and increase in market share for business-related trips.

Canadian arrivals were up 13 percent for the first quarter of the new millennium compared to the same period of time in 1999. Canadian arrivals are expected to grow by 29 percent by 2003, compared to 1999. The combination of an expected higher Canadian disposable income, along with a strengthening Canadian dollar, will help sustain the strong recovery of Canadian travel to the U.S. through 2003.



## SECTION I: PERSON VISITS

In 1999, Canadian travelers matched the national growth rate for all travel to U.S. at five percent (5 percent) to top 14.1 million travelers. Although increasing from 1998, the number of travelers has still not recovered from its decade peak of eight years ago when there were over 19.1 million Canadian travelers. Almost two-thirds of Canadian visitors traveled to the Mid- and South Atlantic regions. The Pacific region was the third largest region for Canadian visitors. All three hosted over three million visitors each.

Twenty-two (22) states performed better than the national average, compared to twenty states in 1998. Of these twenty-two (22) states, thirteen had double-digit growth in 1999 led by Louisiana, Maryland and New Jersey, with growth rates in Canadian visitors of 65 percent, 58 percent and 56 percent respectively.

The top states registering more than one million Canadian visitors were New York, which ranked number one and hosted approximately 2.3 million travelers; Florida and Washington with 1.7 and 1.6 million travelers, respectively; Michigan with 1.2 million travelers; while California reached the one million mark in 1999, up 7 percent compared to 1998. These five states alone accounted for over 50 percent of all Canadian travelers within the country in 1999. The other states receiving more than half a million Canadians were Nevada, Maine, Pennsylvania and Vermont. Four states (Montana, Minnesota, Ohio, and North Dakota) have fallen below the half-a-million mark since 1995.

### *The Border States*

Fourteen states border Canada and together they accounted for over 9.5 million travelers or just over two-thirds (67 percent) of all travel of one or more nights to the U.S. This has been a decline from past years, indicating that the Canadian travelers are branching out into other parts of the States such as California and Nevada. When added with Florida and California, the other two top Canadian visitor markets, these 16 states make up almost 90 percent of all one-or-more nights travel to the U.S.

The following tables 1, 2, and 3 present data on the top states in terms of travelers and the percent change from 1998. For a state by state description of Canadian travelers, please refer to Appendix A.

<b>State</b>	<b>Travelers (000)</b>	<b>% Change 1999/1998</b>
<b>New York</b>	2,283	+3%
<b>Florida</b>	1,690	- 2%
<b>Washington</b>	1,644	+7%
<b>Michigan</b>	1,232	+2%
<b>California</b>	1,044	+7%
<b>NATIONAL TOTAL</b>	14,110	+5%



<b>Table 2 States with 500,000 to 1 Million Canadian Visitors - 1999</b>		
<b>State</b>	<b>Travelers (000)</b>	<b>% Change 1999/1998</b>
<b>Nevada</b>	682	- 2%
<b>Maine</b>	661	+11%
<b>Pennsylvania</b>	644	+15%
<b>Vermont</b>	557	+1%
<b>NATIONAL TOTAL</b>	14,110	+5%

<b>Table 3 States with double digit growth in Canadian Visitors – 1999</b>	
<b>Louisiana</b>	+65%
<b>Maryland</b>	+58%
<b>New Jersey</b>	+56%
<b>South Dakota</b>	+28%
<b>Wyoming</b>	+24%
<b>New Hampshire</b>	+20%
<b>Colorado</b>	+16%
<b>Minnesota</b>	+15%
<b>Pennsylvania</b>	+15%
<b>Hawaii</b>	+15%
<b>North Dakota</b>	+12%
<b>Maine</b>	+11%
<b>District of Columbia</b>	+10%
<b>NATIONAL PERCENT CHANGE</b>	+5%



## SECTION II: LENGTH OF STAY AND ARRIVALS BY PERSON NIGHTS

The national average of nights per Canadian visitor was seven nights. While the average for the U.S. was seven nights, only five states had average nights per visit greater or equal to the national average. These states, ranked in Table 4, totaled nearly 51 million person nights and made up 51 percent of the total 99.8 million person nights in 1999. The states were Florida (19 nights), Arizona (16 nights), Hawaii (12 nights), Texas (8 nights) and California (8 nights). If these states were removed, the average length of stay would be only three nights. States with double-digit growth in person nights in 1999 were New Mexico (21 percent), South Carolina (16 percent), Iowa (11 percent), and Alaska (10 percent).

The two additional states that were not on the list in 1998 for longest length of stay were California and South Carolina. Florida had steady growth compared to 1998 in average nights but has not recaptured the 22 average nights per visit of five years ago. Arizona lost 2.1 days in 1999 compared to 1998. Hawaii lost 1.6 nights and California lost 0.6 nights in 1999 compared to the previous year.

<b>Table 4</b>	
<b>Average Canadian Nights Per Visit - 1999</b>	
<b>State</b>	<b>Average Nights Per Visit</b>
<b>Florida</b>	19.3
<b>Arizona</b>	16.1
<b>Hawaii</b>	11.7
<b>Texas</b>	8.3
<b>California</b>	7.6
<b>South Carolina</b>	7.1
<b>NATIONAL AVERAGE NIGHTS PER VISIT</b>	7.1

In 1999, Canadian person nights totaled almost 100 million, a relatively stable figure compared to 1998. Twenty states realized one million or more Canadian person nights. Overwhelmingly, Florida was the state where Canadians spent the most person nights (32.5 million), representing a 33 percent share of all Canadian person nights to the United States, unchanged from the previous year. In comparison to its nearest competitors, Florida's share of person nights was more than four times that of California or New York.

The border states accounted for just over one quarter (26 percent) of all person nights, or almost 26 million person nights. This indicates once again the importance of long-duration trips to non-border states such as Florida, Arizona, Hawaii, and to a lesser extent, Texas, California, and South Carolina. Of the bordering states, only four (North Dakota, Minnesota, Ohio and Pennsylvania) saw slight increases in average nights per visitor. The rest saw declines. Interestingly, New York's overwhelming volume of Canadian visitors compensated for its very low average person nights, only 2.6 nights



per visit, ranking the state third in person nights. It is interesting to note that despite a 16 percent decline, Arizona was in the top five states for person nights with under half-a-million visitors.

Table 5 presents data on the top ranking states in terms of person nights, percent change from 1998, and average nights per visit. Only four states (California, Arizona, Nevada, and Texas) have seen a greater number of person nights in 1999 as compared to five years. For a state by state description of Canadian person nights, please refer to Appendix A.

<b>Table 5 States Garnering Over 2 Million Canadian Person Nights – 1999</b>			
<b>State</b>	<b>Person Nights (000)</b>	<b>% Change 1999/1998</b>	<b>Average Nights per visit</b>
<b>Florida</b>	32,529	-1%	19.3
<b>California</b>	7,924	-1%	7.6
<b>New York</b>	5,893	-11%	2.6
<b>Arizona</b>	4,879	-16%	16.1
<b>Washington</b>	4,565	+3%	2.8
<b>Hawaii</b>	3,303	+1%	11.7
<b>Nevada</b>	3,121	-4%	4.6
<b>Michigan</b>	3,035	+3%	2.5
<b>Texas</b>	2,991	-6%	8.3
<b>South Carolina</b>	2,466	+17%	7.1
<b>Maine</b>	2,118	+9%	3.2
<b>NATIONAL TOTAL</b>	99,808	0%	7.1



**Table 6**  
**1999 Double Digit Growth in Canadian Person Nights**

<b>State</b>	<b>% Change Person Nights 1999/1998</b>
New Jersey	69%
Maryland	67%
Louisiana	57%
South Dakota	40%
Wyoming	25%
Minnesota	22%
District of Columbia	20%
Colorado	20%
Pennsylvania	18%
North Dakota	17%
South Carolina	17%
New Hampshire	14%
Missouri	13%
National Percent Change	0%

In 1999, twelve states and the District of Columbia experienced double-digit growth in Canadian person nights as compared to 1998. New Jersey grew by 69 percent followed by Maryland (67 percent), Louisiana (57 percent) and South Dakota (39 percent). There was no change in the overall national person nights growth.



## SECTION III: EXPENDITURES

### Canadian Arrivals Expenditures

The increase in Canadian travelers in 1999 was matched by an even heftier increase in expenditures. Total spending was up six percent (6 percent) from 1998 to US\$5.6 billion. A stronger Canadian economy as well as a favorable exchange rate are a few of the reasons that Canadian visitors were spending more money in the United States.

Thirteen (13) states garnered spending of more than \$100 million, followed by Maine at \$99 million, posting a 15 percent increase. Pennsylvania led the way with the highest increase, just making the list with a forty-three percent (43 percent) increase and total spending of almost \$111 million, up nearly \$27 million from 1998. It is no surprise that the top five states for spending were also high traveler volume states. Unchanged from 1998, Florida, California, New York, Nevada, and Hawaii garnered the most in receipts.

Table 7 presents data on the top ranking states in terms of Canadian expenditures in the U.S. For a state by state description of Canadian expenditures in the U.S., please refer to Appendix B.

<b>State</b>	<b>Canadian Spending (US \$ 000 ) (&gt;1 Night)</b>	<b>% Change 1999/1998</b>
<b>Florida</b>	1,204	-2%
<b>California</b>	618	+11%
<b>New York</b>	425	-6%
<b>Nevada</b>	338	+7%
<b>Hawaii</b>	284	+19%
<b>Texas</b>	223	+11%
<b>Arizona</b>	204	-12%
<b>Washington</b>	176	0%
<b>Michigan</b>	157	+8%
<b>Illinois</b>	140	+15%
<b>Massachusetts</b>	137	+10%
<b>South Carolina</b>	134	+18%
<b>Pennsylvania</b>	111	+43%
<b>NATIONAL TOTAL</b>	5,586	+6%

The national total per capita spending increased six percent (6 percent) in 1999 to an average of almost US\$400 per trip. Nine states had total per capita spending higher than the national average. Hawaii led the states with a total per capita spending of over



three times the national average at \$1,007. Hawaii ranked third in average nights per visit and yet had the highest per capita spending rate. Florida, with one of the highest traveler volume, and Arizona, with fewer than half a million-travelers, followed with an average of \$712 and \$673, respectively. It is interesting to note that while New York was one of the states with the highest total spending, it did not have a higher than average per capita spending figure. This is in part due to its low average nights.

Since 1995, there has been a 12 percent increase in total per capita spending. The top five states generally remained the same with Texas and California exchanging places.

<b>State</b>	<b>Total Per Capita Spending</b>	<b>% Change Total Per Capita Spending 1999/1998</b>	<b>Avg. Length of Stay</b>
<b>Hawaii</b>	1,007	+19%	11.7
<b>Florida</b>	712	-2%	19.3
<b>Arizona</b>	673	-12%	16.1
<b>Texas</b>	617	+11%	8.3
<b>California</b>	591	+11%	7.6
<b>Louisiana</b>	558	+94%	4.6
<b>Nevada</b>	495	+7%	4.6
<b>Alaska</b>	463	-17%	6.5
<b>Colorado</b>	459	+14%	5.9
<b>District of Columbia</b>	405	+7%	3.6
<b>NATIONAL AVERAGE</b>	396	+6%	7.1



## SECTION IV: PROVINCE OF RESIDENCE

In 1999, eight out of ten Canadian visitors to the U.S. came from three Canadian provinces (Ontario, Quebec and British Columbia). The three provinces and Alberta all experienced an increase in travel to the U.S. compared to 1998. Ontario, alone, accounted for half of all Canadian travelers to the U.S., almost three times more than any other province, while Quebec and British Columbia comprised 17 and 15 percent, respectively. Alberta, with 9 percent, and Manitoba, with 4 percent, followed. When combined, the Maritime Provinces (New Brunswick, Nova Scotia, Newfoundland, and Prince Edward Island) coupled with the Yukon and the North West Territories comprised less than 5 percent of the Canadian arrivals to the U.S. in 1999.

In 1999, Ontario ranked number one in terms of travelers to the U.S. with 9.5 million visits. Over four out of ten of the Ontarians visited five states - New York, Michigan, Florida, Pennsylvania and Ohio. New York hosted the most Ontarian visitors with over 1.5 million. Michigan followed with 1.1 million, Florida had 1 million, Pennsylvania just under half a million, and Ohio hosted over 400,000 travelers. Eleven other states saw more than 200,000 visitors from Ontario.

Over seven out of ten traveled to the Mid- and South Atlantic as well as the East-North Central regions. In fact, New York, Florida, and Michigan together accounted for 36 percent of arrivals from Quebec. The South and Mid-Atlantic regions received over half of all Quebec visitors. New England had the single largest regional arrivals with over 30 percent (30 percent) of all its visitors coming from Quebec.

Quebec generated the second highest volume of visitors to the United States, over 3.2 million. Visitors from Quebec traveled to New York, Florida, Vermont, and Maine. Eight states hosted over 100,000 visitors from Quebec. Travel to the U.S. by residents of British Columbia ranked third with close to 3 million visitors. The Pacific region captured 75 percent British Columbian visitors with Washington garnering over half (53 percent) of these travelers. California, Oregon, Nevada and Hawaii were the other states with over 100,000 visitors from British Columbia.

Table 9 provides a ranking of the Canadian provinces by travelers to the United States and the percent change from 1998.

<b>Province of Residence</b>	<b>Travelers (000)</b>	<b>% Change 1999/1998</b>
<b>Ontario</b>	9,482	+4%
<b>Quebec</b>	3,233	+12%
<b>British Columbia</b>	2,977	+2%
<b>Alberta</b>	1,632	+5%
<b>Manitoba</b>	736	-3%



## SECTION V: MODE OF TRANSPORTATION

Over six out of ten (61 percent) Canadians used automobile travel as their primary mode of transportation totaling 11.7 million arrivals in 1999, up 3 percent compared to the previous year. Air travel comprised 29 percent of total travel used by Canadians totaling 5.6 million arrivals in 1999, up 7 percent compared to the previous year. Auto and air travel market shares were steady in 1999 compared to the previous year. However, auto travel market share decreased by 9 percentage points compared to 1995, while air travel increased in market share by 8 percentage points in 1999 compared to 1995.

The increase in air market share from Canada was due to the Open Skies Agreement signed in 1995, which helped expand air passenger travel between Canada and the United States. Over 60 U.S. destinations can now be reached non-stop from 10 Canadian cities and many more can be reached by convenient connections at U.S. hubs. Some of the states that benefited the most from the increase in air travel were California, New York, Texas, and North Carolina, which increased in volume by 232,900, 134,400, 98,900, and 52,400, respectively, compared to 1995.

Bus travel represented 5 percent of the total with an increase of 3 percent for 1999. Rail, boat and other modes comprised an aggregate of 5 percent with an increase of 27 percent for 1999. For a state by state description of Canadian arrivals by mode of transportation, please refer to Appendix D.

Upon closer examination of the data, the states of the Mid-Atlantic and Pacific census regions accounted for the greatest proportion of the automobile travel from Canada. New York of the Mid-Atlantic region, alone, registered 13 percent of total auto traffic of Canadians visiting one or more nights, experiencing a 4 percent growth in 1999. Washington of the Pacific region, was the second major state registering 12 percent of total auto traffic, displaying a 7 percent growth from 1998. Michigan was the third largest state for auto travelers representing 8 percent. Michigan experienced a 12 percent increase in 1999. Maine and Florida shared fourth place for auto travelers market share, each representing 5 percent. Auto travel to Maine increased by 12 percent while auto travel to Florida decreased by 8 percent.

For air travelers, Florida, California, Nevada, and New York accounted for almost half of the total Canadian air travel market. Florida, from the South Atlantic region, accounted for the greatest portion of Canadian air travelers (19 percent), having increased by 2 percent in 1999 compared to the previous year. California garnered the second highest proportion of air visitors from Canada, claiming 7 percent increase over 1998. Nevada claimed fourth positioning for Canadian air travelers, while New York experienced the fourth highest proportion. New York's 8 percent growth in air travelers in 1999 offset the previously stated 4 percent decline in auto travel.

Twenty-eight (28) states noted increases in air travel in 1999. Of those nine states with air arrivals over 100,000, major increases were noted in Massachusetts (21 percent), Illinois (16 percent), Hawaii (15 percent), Texas (12 percent), New York (8 percent), and California (7 percent).



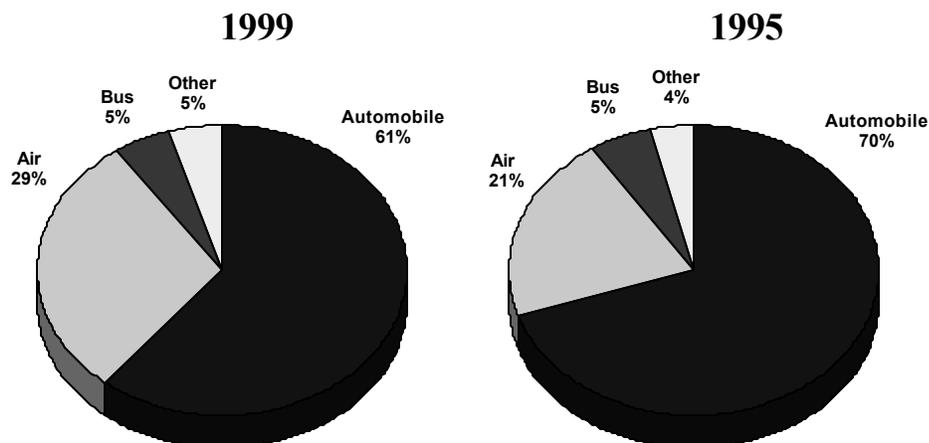
<b>Table 10 Canadian Air Travel to the U.S. – 1999</b>		
	<b>Air Arrivals</b>	<b>% Change 1999/1998</b>
<b>Florida</b>	1,062	+ 2 %
<b>California</b>	850	+ 7%
<b>Nevada</b>	459	0%
<b>New York</b>	374	+ 8%
<b>Texas</b>	288	+12%
<b>Hawaii</b>	280	+15%
<b>Illinois</b>	224	+16%
<b>Arizona</b>	200	- 4%
<b>Massachusetts</b>	158	+21%
<b>TOTAL</b>	<b>5,630</b>	<b>+ 6%</b>

Bus travel accounted for 5 percent of all traffic to the U.S. and was greatest for New York, up 6 percent for a 16 percent share of the bus market. Michigan came in second place, up 13 percent from 1998. Overall, bus travel to the U.S. was up 3 percent from 1998.

“Other transportation modes” includes traffic by water, rail, foot, snowmobile, skis, etc., and accounted for 5 percent of all arrivals. “Other transportation modes” increased by 27 percent in volume from 1998, which came from a more even distribution of growth for secondary states. New York had the largest market share in “other transportation modes” even though it experienced a decline of 13 percent in 1999.

**CANADIAN ARRIVALS TO THE U.S. BY  
MODE OF TRANSPORTATION**

**One or More Nights**



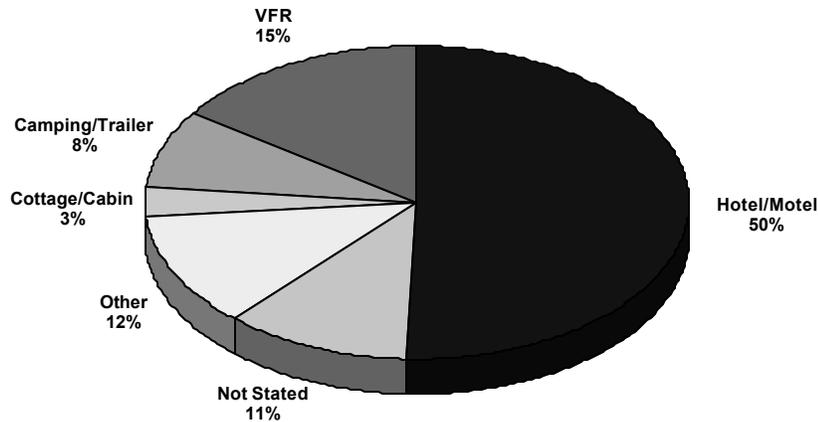


## Section VI: Type of Accommodation

During their visit to the United States, nearly half of Canadian travelers for one or more nights used a hotel/motel as their main type of accommodation. Staying with friends and relatives was a distant second lodging option, at 15 percent, while camping was enjoyed by 8 percent of all Canadian visitors. The use of cottage/cabin type accommodations followed at 3 percent. For a state by state description of Canadian arrivals by type of accommodation, please refer to Appendix E.

### CANADIAN ARRIVALS TO THE U.S. BY TYPE OF ACCOMMODATIONS

#### One or More Nights Duration - 1999



Overall, hotel/motel use grew by nearly 10 percent, recording over 9.7 million travelers using this form of accommodation. This growth was fairly evenly distributed across the regions, including an increase for the top 6 states for hotel/motel stays. The growth rates for these states between 1999 and 1998 were: New York at 34 percent; Florida at 5 percent; Michigan at 4 percent; California at 11 percent; and Washington at 6 percent. Stronger growth was experienced in secondary states such as New Jersey by 62 percent, Louisiana by 73 percent, New Hampshire by 44 percent, and South Dakota by 41 percent when comparing hotel/motel stays in 1999 to 1998 data.

Staying with friends and relatives (VFR) ranked as the second most popular form of accommodation with more than 2.8 million visits recorded despite the 2 percent decrease experienced from 1998. The slight decrease in VFR visits were primarily revealed in the drop in VFR visits to major states such as California, Florida and Michigan, down 6 percent, 2 percent, and 10 percent respectively. On the other hand, New York and Washington, the other two states with the largest number of travelers visiting friends and relatives, saw increases of 9 percent and 8 percent respectively.



Camping accommodations ranked as the fourth most popular form of accommodations on U.S. trips of one or more nights, with 1.6 million Canadian campers in 1999, up 1 percent. The state of Washington hosted a large share of the camping visits with more than 22 percent (365,000 arrivals) of all camping trips. New York ranked second for camping trips despite a 32 percent decrease in camping visits from 1998.

Cottage/cabin accommodations made up 3 percent of the total accommodations with a 5 percent decline from 1998. Only 644,000 cottage/cabin nights were recorded, with over one-third of cottage/cabin accommodations used in Washington (36%). New York and Vermont shared second place at 17 percent each. New York and Washington experienced decreases in visits using cottage and cabin accommodations (down 7 percent and 3 percent from 1998).



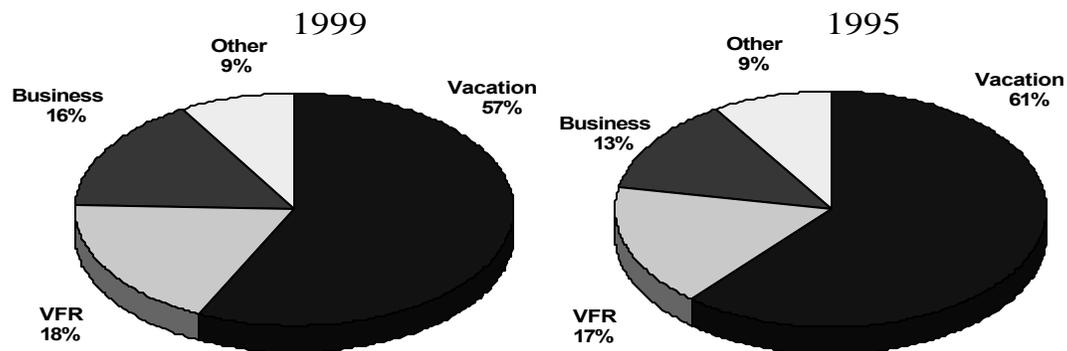
## SECTION VII: PURPOSE OF TRIP

Over three-quarters (75 percent) of all Canadian travel to the U.S. was for the purpose of pleasure (vacation, 57 percent, and VFR, 18 percent), while business and "other" purposes accounted for the remaining 25 percent. Compared to 1998, the volume of business travel increased by 4 percent from 1998, to 3 million arrivals. Vacation travel also increased, up 5 percent from 1998, gaining more than 532,000 visits. VFR travel, as a purpose of trip, (rather than a mode of accommodations) increased by 6 percent from 1998, to about 3.5 million trips.

Since 1995, Canadian vacation, business, and VFR market shares have changed for 1999. Market share of vacation trips decreased by 4 percentage points while market share of business-related trips increased by 3 percentage points in 1999. VFR visits increased slightly by 1 percentage point. Some of the states that benefited the most from the increase in market share for business-related trips were Florida, Nevada, Texas, California, New Jersey, and North Carolina.

### CANADIAN ARRIVALS TO THE U.S. BY PURPOSE OF TRIP 1999 VS 1995

#### One or More Nights Duration



Vacation travel, which accounts for more than half of total trips, totaling 11 million arrivals, increased by 5 percent from 1998. Florida remains number one in vacation trips despite the 4 percent decrease from 1998, accounting for 12 percent of all vacation travel. New York is the second state hosting the greatest number of vacation trips of one or more nights, accounting for 11 percent of all vacation trips. New York experienced double-digit growth in vacation trips from 1998, gaining 120,000 arrivals in 1999. Washington state is the third largest state in vacation trips, accounting for 9 percent of total vacation trips. Nevada and Michigan shared fourth place in vacation trips, accounting for 5 percent of total vacation trips. Nevada's drop in arrivals of 7 percent was more than compensated by Michigan's 13 percent increase from 1998.



Visiting friends and relatives (VFR) accounted for 18 percent of all trips of one or more nights to the United States, totaling 3.5 million arrivals. For 1999, VFR visits increased by 6 percent compared to 1998. New York ranked number one in terms of VFR market share registering 14 percent, or 505,000 VFR arrivals. This was followed by Washington and Michigan. These three states accounted for more than one-third (36%) of all VFR trips. California and Florida shared fourth place in VFR trips, each accounting for 5 percent of the market share. Overall, four out of five of the top states in VFR trips (41 percent of total VFR trips) had growth in 1999 compared to the previous year. Michigan decreased in VFR trips as it gained in vacation trips.

Business-related visits comprised 16 percent of total trips in 1999, totaling 3 million arrivals. California is the first state in business-related visits, accounting for 10 percent of total business-related trips. California experienced double digit growth in business-related visits (up 21 percent) from 1998. New York is the second state with the greatest number of business-related trips despite the 27 percent drop in business-related arrivals which was compensated with the gain from vacation and VFR arrivals. New York accounted for 8 percent of total business-related trips in 1999. Florida was third in business-related trips, accounting for 7 percent and experiencing an increase of 15 percent, offsetting the modest drop in vacation/other trips. Texas followed Florida in business-related trips with an increase of 18 percent. Illinois ranked fifth, experiencing a 13 percent increase in business-related arrivals. For a state-by-state description of Purpose of Trip, please refer to Appendix F.

<b>Vacation</b>		<b>VFR</b>		<b>Business</b>	
<b>Florida</b>	1,277	<b>New York</b>	505	<b>California</b>	311
<b>New York</b>	1,209	<b>Washington</b>	379	<b>New York</b>	254
<b>Washington</b>	1,007	<b>Michigan</b>	370	<b>Florida</b>	205
<b>Nevada</b>	510	<b>California</b>	187	<b>Texas</b>	194
<b>Michigan</b>	503	<b>Florida</b>	175	<b>Illinois</b>	180
<b>TOTAL</b>	4,506	<b>TOTAL</b>	1,616	<b>TOTAL</b>	1,144



## SECTION X: TYPE OF ACTIVITIES

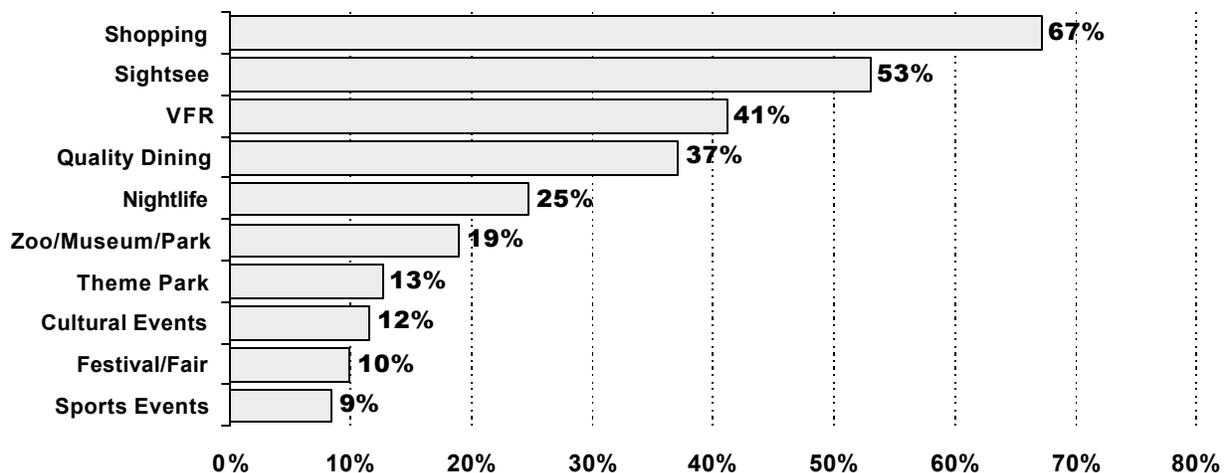
It should be noted that the following data represent the culmination of multiple responses from survey participants, therefore totals may exceed 100 percent.

Shopping was the most popular activity enjoyed by two-thirds (67 percent) of the Canadian travelers during their visit in the U.S. In the last five years, Canadians shopping in the United States has increased in market share by 7 percentage points. This is a good reflection of the ongoing retail growth in the U.S., particularly among the key shopping states of New York, Florida, Washington, California, and Michigan.

More than half of Canadian visitors to the U.S. enjoyed sightseeing, 41 percent visited friends/relatives, more than a third dined in high quality restaurants, and 25 percent enjoyed the nightlife during their 1999 visit to the United States.

Key states for theme park visitors were Florida, California, Nevada, New York, Tennessee, Georgia and Pennsylvania. More than 2 million Canadian visitors attended cultural events, particularly in New York, Florida, Michigan, Nevada and California. For more detail, please refer to Appendix G.

## CANADIAN ARRIVALS TO THE U.S. BY ACTIVITIES: ONE OR MORE NIGHTS 1999



\*Multiple response



## SECTION IX: FORECAST

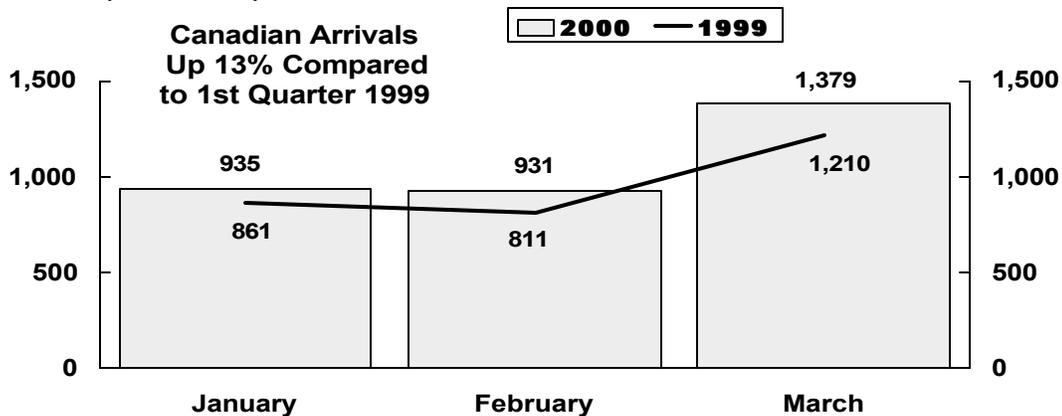
What lies ahead for the Canadian travel market to the United States? Tourism Industries has resources that may help you determine your future marketing strategies for the country that generates the most visitors to the U.S.

Canadian arrivals were up 13% for the first quarter of the new millennium compared to the first quarter last year. The exchange rate was much more favorable for the Canadians compared to the U.S. Dollar during this period (up from \$ 0.67 to \$ 0.69 per Canadian Dollar).

### CANADIAN TRAVEL TO THE U.S. FIRST QUARTER 2000

(One or more nights)

Arrivals (Thousands)



Tourism Industries' latest forecast projects that by the end of 2000, Canadian visitation will top the 15 million mark, an increase of 8 percent compared to 1999.



## LONG-TERM FORECAST OF INTERNATIONAL TRAVEL TO 2003

Tourism Industries releases a travel forecast twice a year, in May and October. In the latest report, released in October 2000, Canadian arrivals were projected to grow 29 percent by the year 2003, compared to 1999. The combination of an expected higher Canadian disposable income along with a strengthening Canadian dollar, will help sustain the strong recovery of Canadian travel to the U.S. through 2003.

## INFLUENCES ON CANADIAN ARRIVALS FORECAST

### 1999 and 2003(p)

Origin	1999 (000)	2003(n) (000)	% Change 2003(p)/1999
Canada	14 110	18 148	+29%

- Bright economic outlook
- Continued employment growth, and higher
- Strengthening of Canadian Dollar



## CANADIAN OUTBOUND TRACKING SERVICES

Tourism Industries also subscribes to the Conference Board of Canada's Canadian Outbound Tracking Services. This valuable survey-based report provides information about what the Canadian travel market is expected to do the following season. Included are questions and responses regarding the economic climate, international travel intentions, and consumer destination perceptions.

According to the Tracking Services Summer 2000 Outlook, Canadians expect their economic climate to be positive for outbound leisure travel for the summer, fall and winter periods in 2000. Canada's economic growth is forecast to remain strong at around 5 percent for GDP. Of the Canadians intending to take a trip, the top three activities would be to visit friends and relatives, beach activities and sightseeing. With internet use on the rise in Canada (42% of all households with at least one regular internet user), the survey found that more than one in two Canadians are using the internet to plan their trip to the U.S. The study also reports the Canadian travelers' specific destination perceptions and product views.

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## CONTACT TOURISM INDUSTRIES

For further information on TI's programs, please visit our website at <http://tinet.ita.doc.gov> or contact our office at:

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