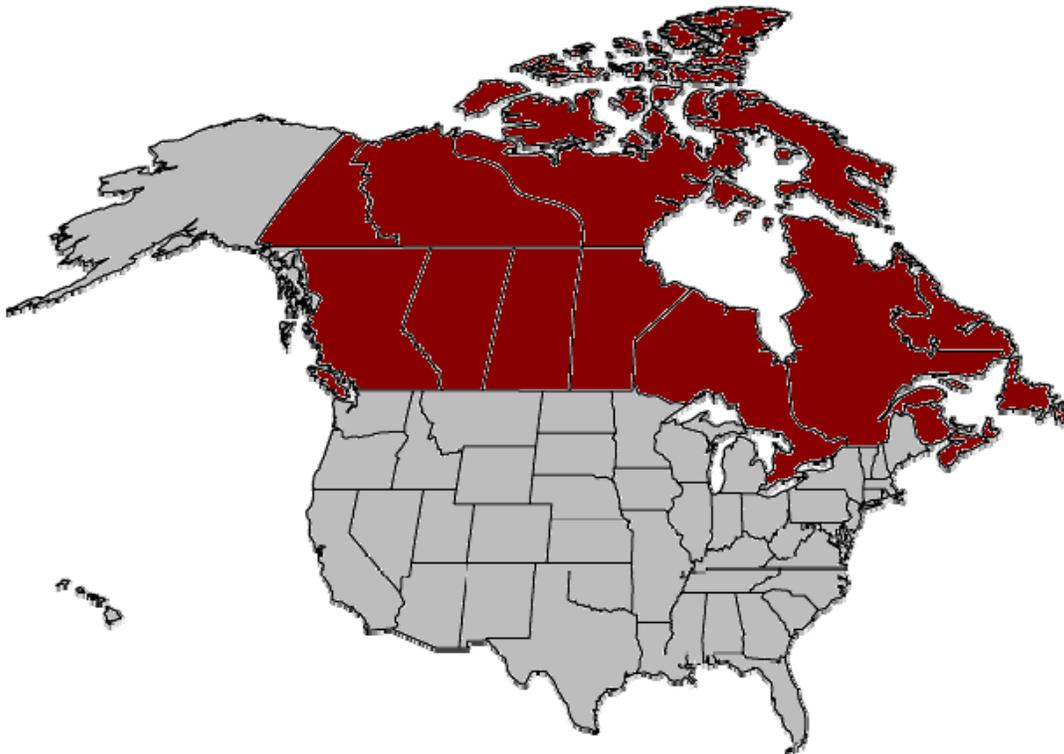




INTERNATIONAL
TRADE
ADMINISTRATION

Canadian Travel to the United States 2006



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





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INTRODUCTION

This edition of *Canadian Travel to the United States—2006* is the 27th publication in a series of annual reports, which began in 1980. The Office of Travel and Tourism Industries wishes to thank the International Travel Section of Statistics Canada for providing the data used in this report.

This report provides a comprehensive analysis of Canadian travelers staying one or more nights in the United States in 2006. This travel segment accounted for 40 percent of visitors, but a much higher share of state visits and nearly all of visitor spending. Trends over the past several years are included for enhanced perspective. The 2006 survey sample is drawn from 18,665 voluntary responses to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey.

The 2006 edition presents findings in the major topic areas of *traveler metrics* (visitors, visits, visitor-nights, spending), *trip characteristics* (origin province, destination states, trip purpose, activities, length of stay, etc.), and *traveler demographics* (travel party composition, gender, and age).

An interpretive analysis is provided for each category, complete with tables and graphs to illustrate salient points. Data Tables A-J provide state-by-state traveler characteristics and totals for each travel attribute and offer comparative measures against other states or regions, or previous years. Traveler volume and characteristics are reported in the data tables for nine United States regions and 22 states having sample sizes of 400 or more survey respondents.

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

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

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

- 1) Trends for the variable over the past five years (or longer where appropriate).
- 2) Comparisons between the aggregated main trip purposes of *business/convention*, *visiting friends or relatives*, *holiday/vacation*, and all *other* purposes. These aggregated purposes are defined in the report section on trip purpose.
- 3) Comparisons across state destinations. Typically, these analyses focus on differences between states, not in their performance or share of U.S. totals. For example, the mode of transportation analysis focuses on the finding that 61 percent of visitors to Florida travel by air, not that Florida has a 24 percent market share of all air travelers to the United States. For perspective, most data are provided for *border states*—the 11 states that border Canada by land.

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

IMPORTANT TECHNICAL NOTE: The reader should note that two Canadian traveler volume totals will be used throughout the report and Appendix D:—Data Tables. The official visitor count (one or more nights) for 2006 is 15,992,000 (United States net), an unduplicated total or the total number of overnight travelers that cross the border into the United States. If a traveler visits multiple states on a U.S. trip, each state visit is counted in the reported regional total and in the duplicated U.S. total of 21,987,000 (U.S. sum). Another way to view this is 15,992,000 *net* overnight travelers produced 21,987,000 *gross* overnight traveler-visits.

Please use the 15,992,000 volume estimate when computing volume of travel sub-segments based on proportions.



EXECUTIVE SUMMARY

Background and Overview

Background: *Canadian Travel to the United States—2006* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in 2006. The report is prepared by the Department of Commerce's Office of Travel and Tourism Industries (OTTI) and is based on 18,665 surveys conducted by Statistics Canada for their *International Travel Survey of Canadian Residents* traveler survey program. Additional information on Canadian travel to the United States, OTTI, or Statistics Canada can be found on the OTTI website (www.tinet.ita.doc.gov) or the Statistics Canada website (<http://www.statcan.ca/>).

Overview: In 2006 Canada was the number one origin country for the United States in terms of visitors (ahead of Mexico) and number two in terms of visitor spending (behind Japan and ahead of the United Kingdom). Thus, the eight percent gain in visitors from Canada in 2006 contributed 64 percent to the overall visitor increase of four percent from all countries combined. The U.S.'s share of Canada outbound travelers in 2006 was 70 percent, a level that has declined over the past six years. In 2006, Canadian outbound to countries other than the United States increased eight percent.

A few key factors may have contributed to the change in visitors. First, the economy (real GDP) leading into 2006 was growing at a rate of 2.4 percent, which grew to 2.9 percent through 2006. Second, the currency exchange rate for converting Canadian dollars to U.S. dollars began improving for Canadians early in 2003 and continued throughout 2004, 2005, and 2006. Third, a potentially important factor that is not well documented is the combined effort by the U.S. travel industry to promote the United States to Canadians. State destinations' marketing budgets for Canada jumped to more than \$2 million FY2006 (+68%), the time period in which travel marketing for 2006 and impact on 2006 travel would occur (source: Travel Industry Association, *2005-2006 Survey of State and Territory Office Budgets*, July 2006). Promotional spending on Canada is not available for other sources, such as cities and attractions.

Traveler Metrics

Visitors and Visits: Total Canadian visitors staying one or more nights in the United States in 2006 was 15.99 million, an eight percent increase from the

2005 level of 14.86 million and a continuation of the turnaround following three consecutive years of visitor declines. However, the 2006 solid performance falls well short of the record 19.1 million visitor level set in 1991. The 15.99 million Canadian visitors to the United States in 2006 generated 21.99 million state visits when taking into account travelers visiting more than one state destination.

Visitor-Nights: Visitor-nights is a travel metric that combines visitors (persons) with length of stay (nights). Canadian visitor-nights in the United States was 120.0 million in 2006, up two percent from 2005. This performance reflects the eight percent increase in visitors and a five percent decline in average length of stay (rounded data).

Visitor Spending: Canadians spent US\$9.00 billion¹ while in the United States in 2006, up 15 percent from 2005. This performance reflects the combination of the eight percent increase in travelers coupled with a six percent increase in per-traveler spending (rounded).

Trip Characteristics

Province of Residence: Ontario generated the greatest number of travelers to the United States. This province accounts for 39 percent of the population, but produced 7.32 million visitors in 2006, or 46 percent of all Canadians visiting the United States. The provinces following Ontario were: Quebec (18%), British Columbia (17%), Alberta (9%), and Manitoba (5%).

U.S. States Visited: All states benefit from Canadian travelers, but a few border states and a few distant destination states dominate in Canadian visitor metrics. The border state of New York received 2.60 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, Michigan, and California. Florida accounted for 13 percent of visitors, but 32 percent of visitor-nights. Conversely, the 11 land border states accounted for 60 percent of visitors, 43 percent of visits, but only 22 percent of visit-nights.

¹ This spending estimate compares to the official country estimate of \$13.34 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$13.34 billion, \$10.36 billion is spending in the United States and the remaining \$2.99 billion is passenger fares spent on United States-owned carriers. The \$13.34 B differs from the \$9.00B due to the inclusion of spending by visitors on day trips, and BEA technical adjustments to the Statistics Canada data.



Trip Purpose: *Holiday/Vacation* was the dominant reason for Canadian travel to the United States, accounting for 7.13 million, or 45 percent, of all Canadian visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (20%). Trip purpose distributions have been stable over the past six years, but differ greatly across the state destinations. Visitors to the border states most often traveled for leisure purposes as well, 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* (70%), *sightseeing* (44%), *visit friends or relatives* (38%), and *participate in outdoor sports or outdoor activities* (31%), had the highest participation rates among all travelers. Activity participation differed greatly depending on main purpose of trip, but is relatively high for all categories of the aggregated categories of *leisure*, *business*, *visiting friends or relatives*, and *other miscellaneous*. For example, 31 percent of business/convention travelers *go sightseeing*—a relatively high level compared to the 54 percent of leisure visitors who participate in the same activity.

Length of stay: About 60 percent of all Canadian visitors to the United States were on day trips in 2006. However, this report focuses on U.S. trips of one or more nights. Canadian overnight visitors stayed an average 7.5 nights in the United States, but this average is strongly influenced by a few state destinations, such as Florida and Arizona, where large numbers of visitors stay for nearly three weeks on average. In fact, the greatest number of Canadians stayed two nights (the *mode*), while four nights was the length of stay at which half of Canadians have a shorter stay and half have a longer stay (the *median*). Average length of stay has ranged from 7.4 nights to 8.0 nights over the past several years.

Transportation Mode: *Automobile* is the dominant mode of transportation of entry to the United States, accounting for 9.3 million, or 58 percent, of all Canadian visitors and 63 percent of all visits. Other modes of transportation of entry into the United States were *airplane* (35%), *bus* (4%), *boat* (1%) and all *other* modes (2%, mostly pedestrian). Business travelers most often traveled by air (73%).

Accommodations: Canadians most often stayed in *hotels or motels* (52%) during their United States visit. Other accommodations types are *homes of friends or relatives* (17%), *camping or trailer park*

(6%), *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.

Season/Month of Visit: The third quarter (July-September) produced the greatest number of visitors, 45.2 million, or 32 percent of all Canadians. Visitation in other quarters of the year were: 2nd quarter (24%), 1st quarter (22%), and 4th quarter (21%). The greatest number of visitors arrived in August (13%) and July (12%). 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. A shift occurred in the 4th quarter following 9/11, but visitation returned to a typical quarterly pattern the following year. Season of travel differs greatly across the state destinations. In general, Canadian travel statistics are impacted by 1st quarter “snow-birds” visiting southern states for extended periods of time.

Spending: Canadian visitors’ spending increased 19 percent in 2006 to reach a record \$9.00 billion dollars in the United States in 2006.

Accommodations accounted for the largest share of this amount (35%) followed by *food and beverage* (23%). Lower shares of total spending were made for *shopping, souvenirs, etc.* (16%), *transportation while in the United States* (13%), and *recreation and entertainment* (13%). Spending per visitor increased in 2006 to \$563 per person, a six percent increase from 2005. Spending per-person per-day increased to \$75, and has grown each year from \$53 in 2001.

Traveler Demographics

Composition of Travel Party: Canadian travel parties to the United States are dominated by two-adult parties (42%). Half as many contained three or more adults (22%), while fewer still contained an adult traveling alone (15%). Twenty percent of all travel parties contained one or more children under age 20 (net). The average party size in 2006 was 2.11 persons.

Age: The age of Canadian travelers is centered around the 45-54 age group (21%). Children are a member of 20 percent of all travel parties, but accounted for only 11 percent of all travelers. The 55-64 (21%) and the 35-44 age groups (16%) also accounted for many Canadian travelers.

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



DETAILED FINDINGS

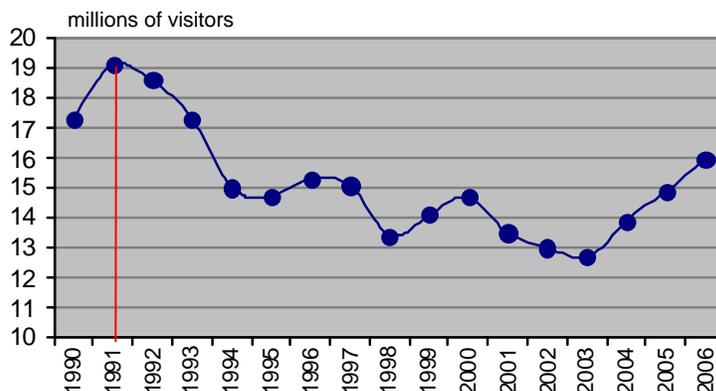
TRAVELER METRICS

Visitors

Canadian visitors staying one or more nights in the United States in 2006 totaled 15.99 million. This level represents an eight percent increase from the 2005 level (14.86 million) and a continuation of a positive turnaround following three consecutive years of visitor count declines. This report focuses on visitors to the United States staying one night or longer and conforms to the United Nations World Tourism Organization's guidelines for defining and measuring visitor volume. For perspective, overnight visitors accounted for 40 percent of all Canadian visitors, but a much higher share of state visits and nearly all of visitor spending.

- Outbound visitor volume was higher in 2006 for eight of 11 Canadian province groups, but performances differed greatly across provinces. Annual changes ranged from a 48 percent increase for Yukon/Northwest Territories to a decline of 14 percent for Prince Edward Island. Visitation increased from the largest visitor-producing provinces, Ontario (6%) and Quebec (7%).
- Transportation segment performance was consistent in 2006. The dominant auto and air travel modes for entering the United States contributed strongly to the 2006 overall increase, both up eight percent. The much smaller boat, train, and bus segments also posted visitor increases, while the miscellaneous "other" segment (mostly pedestrian) had a small decline (-3%).
- **Chart 1** (on this page) shows a general downward trend in visitor volume over the past 16 years since the record high in 1991. Prior to 1991, there was some growth over the 70s and early 80s, followed by dramatic and steady growth in the late 80s. Since 1991, visitor volume has trended downward, reaching a low of 12.7 million in 2003. However, visitor growth has been positive and consistent for the past three years.
- Visitor volume increased for most U.S. states. **Appendix D:—Data Table A** shows 1) the volume estimates for each state having a minimum sample size of 400 survey respondents and 2) the percentage changes from 2005.

Chart 1: Canadian Traveler Volume to the United States—1990-2006
(all traveler segments—1+ nights)



Note: 1991 remains the peak year of Canadian visitation to the United States.

Visits

The 15.99 million Canadian visitors to the United States in 2006 generated 21.99 million visits. Thus, Canadians tended to visit 1.4 states during their U.S. trip. The increase in visits was slightly lower than the increase in visitors, due to a very small decrease in the average number of states visited per visitor.

Visitor-Nights

Visitor-nights is a travel metric that combines visitors (persons) with length of stay (nights). Visitor-nights volume was 120.0 million in 2006, up two percent from 2005. This performance reflects a eight percent increase in visitors and a five percent decrease in their average length of stay. Length of stay will be discussed in detail in a later section.

- The recent trend in visitor-nights has mirrored the trend in visitors because average length of stay has been stable, averaging between 7.4 and 8.0 nights.
- Changes in visitor-nights at the individual state level is consistent with changes in visitors numbers. **Appendix D:—Data Table A** shows the visitor-nights volume estimates for each state having a minimum sample size of 400 survey respondents and the percentage changes from 2005.



Visitor Spending (summary)

Canadian visitors spent **US\$9.00 billion in the United States in 2006, up 15 percent from 2005.**²

Thus, Canadian visitor spending rose at a much higher rate of change than visitor volume.

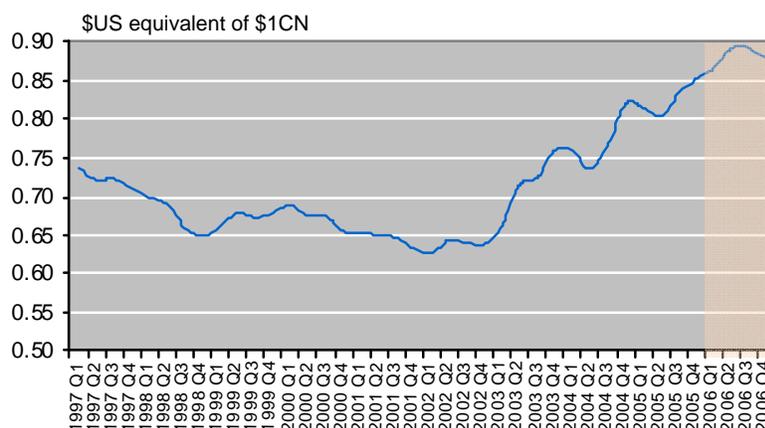
- The 2006 spending performance produced a fourth consecutive annual increase following two years of declines.
- Spending by the *pleasure/recreation/holiday* segment was US\$5.74 billion, or 64 percent, of total spending in 2006. The *business/convention* sector accounted for 20 percent of the total. The remaining segments of *visiting friends/relatives* and all *other* accounted for ten percent and six percent, respectively. On a per-person basis, business travelers spent the most, with an average spending of US\$777, followed by the leisure segment at US\$639. Those visiting friends and relatives spent the least (US\$290).
- Visitor spending differs greatly by state visited regardless of the chosen spending metric measure (for example: total, per-party, or per-visitor). These will be presented in the trip characteristics section). Florida dominated in share of total visitor spending (26%) due to the large volume of visitors, long duration of stay, and high average spending per visitor per night. **Chart 3** (on the next page) shows the visitor spending values for the most-visited states. **Appendix D: Data Table B** shows a state-by-state comparison of visitor spending.

Currency Exchange Rate

A strong relationship exists between the exchange rate for converting Canadian dollars to U.S. dollars and travel party spending levels; on average, Canadians spend more per party when the exchange rate is relatively more favorable for them. Thus, when the exchange rate is higher, Canadians get a better value for a given amount of spending and actually spend more. This pattern is true of each trip purpose travel segment. **Chart 2** (on this page) shows the trend in the exchange rate from 1997 to 2006. Over this time, the value of the Canadian dollar averaged \$0.77 in U.S. dollars, but was well above this level throughout 2006.

² This spending estimate compares to the official country estimate of \$13.34 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$13.34 billion, \$10.36 billion is spending in the United States and the remaining \$2.99 billion is passenger fares spent on United States-owned carriers. The \$13.34 B differs from the \$9.00B due to the inclusion of spending by visitors on day trips, and BEA technical adjustments to the Statistics Canada data.

Chart 2: Currency Exchange Rate Trend
(quarterly¹ 1997-2006)



¹ The quarterly exchange rate represents the mean average of the daily (noon) rate across all the business days in the quarter as reported by the Bank of Canada.

TRIP CHARACTERISTICS

Province of Residence

Ontario generated the greatest number of travelers to the United States, producing 7.32 million visitors in 2006, or 46 percent of all Canadians visiting the United States. The provinces following Ontario were Quebec (18%), British Columbia (17%), Alberta (10%), and Manitoba (5%). The other seven provinces or combined provinces accounted for the remaining six percent of visitors.

- Ontario accounts for 39 percent of the Canadian population, but generated 46 percent of Canadian travelers to the United States. British Columbia also generated a higher share of visitors than of residents (17% versus 13%, respectively).
- Ontario produced 46 percent of all visitors, but an even higher proportion of *business/conventions* (54%) and *visiting friends and relatives* (50%) travelers.
- Ontario is the dominant province of visitor origin for 12 out of 22 U.S. destination states for which volume is displayed. **Appendix D:—Data Table C** shows the visitor volume from each Canadian province to each U.S. Census *division* and state having a sample size of 400 or more respondents.



U.S. States Visited

All states benefited from Canadian travel, but a few border states and a few distant destination states dominated in Canadian traveler metrics. One state—Florida—completely dominated in the share of total Canadian visitor-nights (32%). The border state of New York received 2.60 million Canadian visitors, more than any other state. Other top destination states were Florida, Washington, Michigan, and California. **Chart 3** (on this page) shows the number of visitors, visitor-nights, and visitor spending for the top ten states (measured and sorted in descending order by visitors). Rankings for these three measures are mostly consistent. The two exceptions are Florida and California, where Canadian visitors stayed for longer periods of time. More specifically, Florida accounted for 13 percent of visitors, 26 percent of spending, and 32 percent of visitor-nights. Conversely, the 11 states that share a land border with Canada accounted for 59 percent of total visits, but 22 percent of visitor-nights and spending by overnight visitors.

- State destination rankings have been stable over the past five years and do not fluctuate much when overall visitation trends are increasing or decreasing. For example, share of total visitors among the 11 land border states ranged from 57 percent to 60 percent over the past seven years, while share of total visitor-nights ranged from 21 percent to 23 percent in the same time period.
- State destination differs greatly depending on trip purpose. For example, the land border states accounted for 59 percent of all visitors, 31 percent of *business/convention* visitors, 78 percent of *pleasure/recreation/holiday* visitors, 60 percent of *visiting friends/relatives* visitors, and 36 percent of visitors traveling for *other* purposes. Those traveling for *pleasure/recreation/holiday* purposes accounted for 45 percent of all travelers. But this proportion differs greatly by state; the states with the highest proportion of *vacation/holiday* visitors and sufficient survey sample were Florida (77%), Virginia (77%), Nevada (77%), New Hampshire (73%), and Montana (72%).
- **Appendix D: Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2005 levels. OTTI provides visitation and traveler characteristics data for states for which the sample size from the *Canadian Travel Survey* is 400 or more. This policy was also used for reporting overseas visitor volume and characteristics.

Chart 3: Top States Visited

(2006—all travel segments—1+ nights)

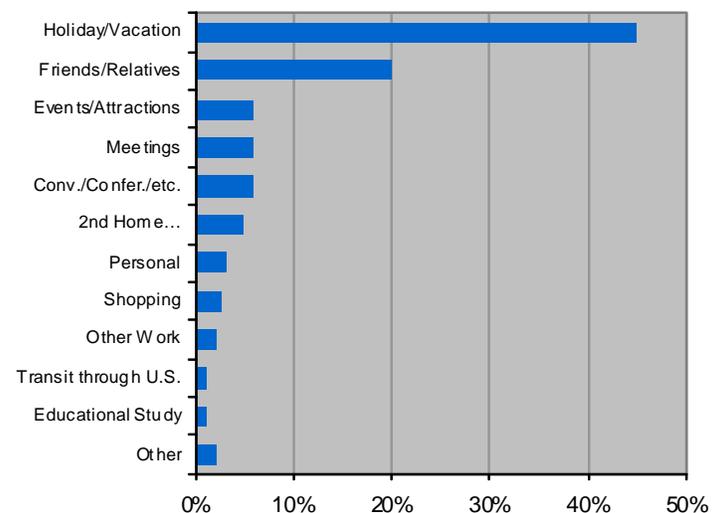
U.S. Destinations	(sort) Visitors (000s)	Visitor- Nights (000s)	Spending (\$000s)
TOTAL U.S.	15,992	119,996	\$9,002,598
11 Border states (net)	9,393	26,511	\$2,375,743
1 New York	2,596	7,240	\$ 768,891
2 Florida	2,098	37,816	\$ 2,372,480
3 Washington	1,775	5,161	\$ 362,660
4 Michigan	1,323	3,348	\$ 273,032
5 California	1,037	9,152	\$ 873,851
6 Nevada	902	4,082	\$ 798,921
7 Maine	746	2,477	\$ 199,924
8 Pennsylvania	696	1,687	\$ 133,271
9 Vermont	642	1,846	\$ 130,561
10 Minnesota	614	1,477	\$ 174,332

Purpose of Trip

Holiday/Vacation was the dominant reason for Canadian travel to the United States, accounting for 7.13 million visitors, or 45 percent of the Canadian market. Visits to friends or relatives was cited as a distant second-most important trip purpose (20%). All other trip purposes represented a six percent or smaller proportion of total Canadian travelers. **Chart 4** (below) illustrates trip purposes and the proportional breakdown for all Canadian travelers.

Chart 4: Main Purpose of Trip

(2006—all travel segments—1+ nights)





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

Holiday/Vacation (45% of total)
Holiday, vacation (100%)

Visiting Friends and Relatives (20% of total)
Visiting friends or relatives (100%)

Business/Convention (15% of total)
Convention/conference, trade shows, seminars (43%)
Meetings (41%)
Other work (15%)

Other (21% of total)
Attend events, attractions (31%)
Visit to second home, cottage, condo (25%)
Personal (medical, wedding, etc.) (13%)
Shopping (12%)
Transit to/from other parts of Canada (4%)
Educational study (3%)
Other (11%)
Not stated (1%)

- Main trip purpose has been stable over the past seven years; *Holiday/Vacation* has inched up from 40 percent to 45 percent over the past four years.
- Shopping as a main trip purpose has grown five consecutive years—but only from 1.1 percent to 2.6 percent. This share is likely much higher for day trip visitors, who are not profiled in this report.
- **Chart 5** (this page) shows trip purpose differed greatly depending on destination. Although 45 percent of visitors and 61 percent of all state visits were *holiday/vacation* travelers, the proportion by destination ranged from a high of 77 percent for Florida, Virginia, and Nevada, to a low of 33 percent for Texas. *Business-related trips* averaged 13% of all visits, but ranged from a high of 38% for Texas to a low of three percent for North Dakota and New Hampshire.

Chart 5: Trip Purpose Differences Across Destinations

(2006—1+ nights—Leisure; business/ travel segments, respectively—among visits)

% Leisure of Destination Total		% Business of Destination Total	
TOTAL U.S.	61%	TOTAL U.S.	13%
11 Border states (net)	59%	11 Border states (net)	8%
1 Florida	77%	1 Texas	38%
Virginia	77%	2 Illinois	32%
Nevada	77%	3 California	21%
4 New Hampshire	73%	4 Ohio	19%
5 Montana	72%	5 Georgia	18%
6 Vermont	71%	Arizona	18%
7 Maine	68%	7 Pennsylvania	16%
8 North Carolina	67%	8 Massachusetts	15%
Oregon	66%	9 Nevada	14%
10 Arizona, Georgia	64%	Minnesota	14%

Note: Rankings are among 22 states with respondent sample size of 400 or more. *Leisure* includes holiday/vacation, visit 2nd home, attend events/attractions. *Business* includes meetings, convention/conference/ trade show/seminar, and other work.

Activities

Canadians were active travelers during their United States visits based on participation rates for 19 leisure-oriented activities. *Shopping* (70%), *sightseeing* (44%), *visit friends or relatives* (38%), and *participate in outdoor sports or outdoor activities* (31%) had the highest participation rates among all travelers. The sum of participation rates among all activities suggests Canadians participated in three to four activities per trip, on average (sum of responses equals 335%). Conversely, 11 percent of total travelers did not participate in any of the 19 listed activities. *Note: Activity participation is not destination specific. Also, the activity list was revised for 2001 and subsequent travel years. Some activities were broken out separately from previously combined activities (for example, "hunting or fishing" is now "hunting" separately and "fishing" separately), while others were added ("golfing") or removed ("dining at high quality restaurants"). Also, all data are weighted by "person-trips," which takes into account the number of persons in the travel party. For the "activities" travel characteristic, this means that all persons in the travel party are assumed (implicitly) to have participated in the activity. Rates for activities for which this assumption is not true would be overstated to some level. A more detailed analysis is beyond the scope of this report.*



Chart 6: Activities by Trip Purpose
(2006—1+ nights)

Activity ¹	Bus./		Hol./		All
	Total	Conv.	VFR ²	Vac.	
Shopping	70%	49%	67%	76%	67%
Sightseeing	44%	31%	35%	54%	28%
VFR ²	38%	14%	96%	24%	35%
Sports/outdoors	31%	12%	23%	40%	20%
Bar or night club	23%	34%	14%	24%	18%
Historic site	21%	15%	16%	25%	11%
National/state park	16%	7%	11%	21%	8%
Museum/art gallery	16%	12%	14%	18%	10%
Cultural events	12%	7%	11%	15%	7%
Casino	11%	7%	4%	15%	6%
Theme park	11%	5%	6%	16%	4%
Zoo/aquarium/etc.	10%	6%	8%	12%	5%
Golfing	9%	5%	6%	12%	3%
Festivals/fairs	8%	4%	7%	10%	3%
Attend sports events	8%	5%	8%	9%	7%
Boating-kayak/canoe	6%	2%	4%	7%	3%
Fishing	2%	0%	2%	3%	1%
Snow skiing/boarding	2%	0%	1%	2%	1%
Hunting	0%		0%	0%	0%
No activity stated	11%	27%	6%	8%	15%
Activities Sum ³	335%	215%	333%	384%	237%

¹ Multiple activity selections are possible.

² Visiting friends and relatives.

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

- Activity participation rates have been extremely stable at the national level over the past six years. For example, *shopping* rates have ranged from a low of 64 percent in 2002 to the current high of 70 percent in 2006. *Shopping* rates have increased incrementally, and coincide with the improvement in the currency exchange rate from the Canadian visitor perspective. Casino visitation is also on a slow rise. Conversely, participation in sports / outdoor activities declined from 37 percent in 2000.
- Activity participation rates varied depending on main trip purpose, and were at relatively high levels for the *business/convention* and *visit friends or relatives* travel segments. For example, 76 percent of *pleasure/recreation/holiday* travelers went shopping, but participation was relatively high for *visit friends or relatives* (67%) and even business travelers (49%).

- Perhaps more than any other travel attribute, activity participation differed depending on state destination—reflecting differences in attributes offered by the states, differences in proximity to the Canadian border, and—to a lesser extent—the person-trip weighting system that gives higher percentages for activities most enjoyed by larger travel parties such as families.

Activity participation—measured by the sum of participation rates across all activities and divided by 100 percent—was highest for distant destinations. Border states tended to have a lower average number of activities in which visitors participate (2.5 – 5.7 activities on average). The average across all 11 border states is 3.3 activities. Interestingly, the level of activity participation does not vary by length of stay. Indeed, activity participation is greater for the three or four states that have a very long average length of stay. However, for most other states, average length of stay is two or four nights, but the activity participation index ranges from 2.5 to 5.5 activities.

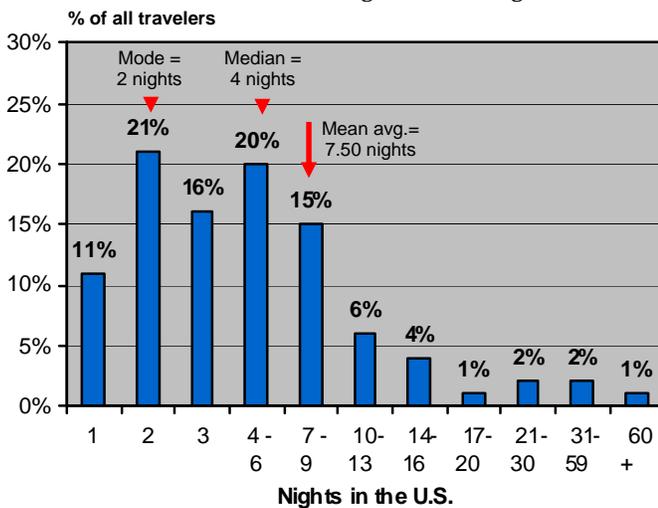
Appendix D:—Data Table G shows a state-by-state comparison of the activity participation rates for each of the 19 activities and the nine regions and 22 states for which the sample size was 400 or more. Although proportions like those reported in **Chart 6** (this page) are not shown in the data tables, proportions of a state’s visitors participating in an activity can be calculated by dividing the visitor volume for an activity by the state’s total Canadian visitor count.

Length of Stay

Canadian visitors to the United States were most often on a day trip in 2006 (60%). However, this report only focuses on trips to the United States of one or more nights. Canadian overnight visitors stayed an average 7.50 nights in the United States, but this average was strongly influenced by a few state destinations for which length of stay was particularly long. The greatest number of Canadians stay for a week or longer (32%), while many others stay either two nights (21%) or four-to-six nights (20%). Only a relatively small percentage (15%) of Canadians actually stay for durations near the trip length average of 7.50 nights. **Chart 7** (next page) shows the length of stay distribution and key summary statistics.



Chart 7: Length of Stay Distribution
(2006—all travel segments—1+ nights)



- Trip duration has remained mostly stable over the past seven years; average length of stay among overnight trips ranged from a low of 7.4 nights in 2000 to a high of 8.0 in 2001. Accordingly, the length of stay distribution across trip duration categories has also been stable. For example, the trip segment of seven or more nights has accounted for a stable 32%-34% over the past six years. The trend for the leisure segment follows a similar trend, ranging from a low of 9.04 nights in 2000 to a high of 10.09 nights in 2001. Trip duration is stable from a mean average perspective, however, the statistic is reported to two decimal places because very small changes in stay length produce large changes in visitor nights at a national level. For example, using 2006 visitor volume, every change of one-tenth in average length of stay produces a change of 1.60 million visitor nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 4.37 nights for *business/convention* visitors, to a high of 9.26 nights for *pleasure/recreation/holiday* visitors. Canadians *visiting friends or relatives* stayed an average of 5.92 nights, while those visiting for all *other* miscellaneous reasons stayed 5.20 nights.
- Average length of stay differed considerably depending on state destination. Thus, the 7.50 mean average is misleading in terms of representing the national average of length of stay distributions and it also distorts the Canadian visitor situation across states. In fact, only four of the 22 states reported have an average length of stay exceeding the national average—the popular *snowbird* states of Florida (18.0 nights), Arizona (15.0 nights), Texas (9.4 nights), and California (8.8 nights). These four states have such a strong influence that removing them produces a visitor-weighted average of only 5.19 nights—an average

much closer to the median of all states. **Appendix D:—Data Table A** provides a state-by-state comparison of average length of stay for states having a sample size of 400 or more respondents.

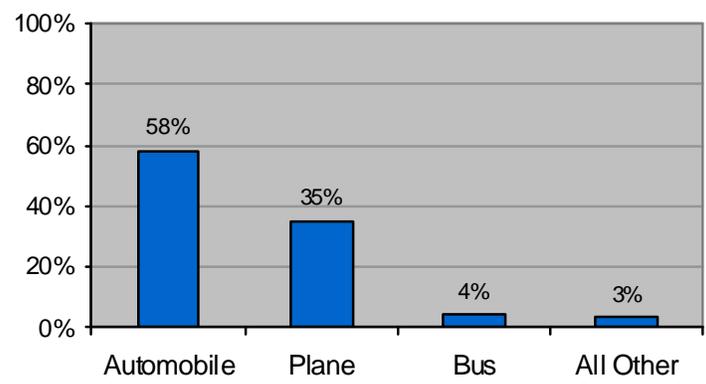
Mode of Transportation

Automobile was the dominant mode of transportation of entry to the United States, accounting for 9.3 million visitors, or 58 percent of the entire Canadian market. Other modes of transportation for entry into the country were *airplane* (35%), *bus* (4%) and all *other* modes (2%, mostly *pedestrian*).

- Automobile transportation has accounted for the majority of visitors over the past seven years, ranging from a low of 54 percent in 2000 to 59% (2002-2004). Automobile travel's proportional increase has come at air travel's expense, which fell from 37 percent in 2000 to a low of 32% in 2002. Air travel's proportion has inched back up over the past three years.
- Mode of transportation for entry into the United States differs greatly depending on the trip purpose. *Business/convention* travelers are the most likely to use air travel as their mode of entry (73%), while Canadians traveling to the United States for miscellaneous *other* purposes were the least likely to fly (17%).
- The transportation mode of entry also differed by destination state. Air travel was highest for deep-interior and southern border states, and lowest for Canada border states. **Appendix D:—Data Table D** contains a state-by-state comparison of Canadian arrivals by mode of transportation used while clearing U.S. customs.

Chart 8: Mode of Transportation (U.S. Entry)

(2006—all travel segments—1+ nights)





Accommodations

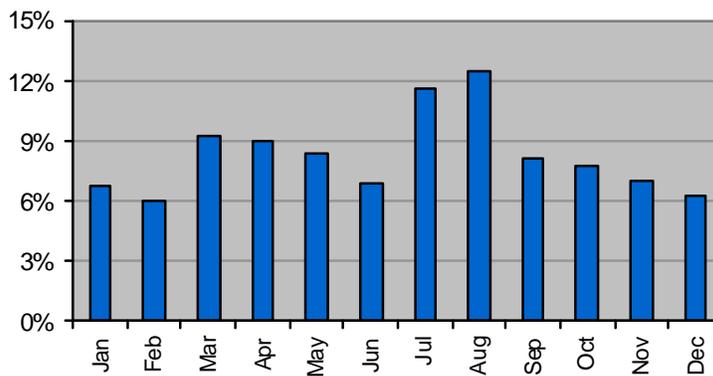
Canadians most often stayed in *hotels or motels* (52%) during their U.S. visit. Other accommodations types were *homes of friends or relatives* (17%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (20%). Note: Seven percent of visitors did 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. Not counting hotel/motel, 14 percent of Canadians stayed in more than one type of accommodations during the U.S. trip.

- Hotel/motel has been the dominant accommodations type over the past five years, ranging from 52-58 percent.
- Type of accommodations differs significantly with the trip purpose. Business travelers were the most likely to stay in a hotel or motel (91%) compared to 58 percent of leisure travelers. Even visitors whose trip purpose was visiting friends or relatives often included one or more nights in a hotel/motel (29%).
- For most states, the greatest number of visitors stayed in hotel and/or motel accommodations. Compared to the national average of 52 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors varied from a low of 35 percent for Washington to a high of 88 percent for Nevada.

Season/Month of Travel

The third quarter (July-September) accounted for 5.2 million visitors, or 32 percent of all Canadian travelers. Visitation in other quarters of the year were 2nd quarter (24%), 1st quarter (22%), and 4th quarter (21%). **Chart 9** (this page) shows the greatest number of visitors arrived in August (12.5%) and July (11.6%). All other months produced between six and nine percent of visitors.

Chart 9: Month of Travel
(2006—all travel segments—1+ nights)



- Seasonality proportions have differed only slightly over the past six years, and the slight shift that did occur appears to be related to 9/11. The 4th quarter decline in annual share from 20 percent in 2000 to 17 percent in 2001 was quickly recaptured the following year and grew to 22 percent in 2004. Differences occur in March and April from year-to-year depending on the month in which Easter is observed.
- **Chart 10** (this page) shows season of visit differs only slightly depending on main trip purpose. Canadians traveling for *business/convention* purposes post marginally higher proportions in the 1st and 2nd quarters compared to other segments.
- Season of visit differed greatly among the state destinations. In general, the border states had higher proportions in the 3rd quarter, while the snowbird destination states had higher proportions in the 1st quarter. **Chart 11** (following page) shows a season-by-season proportional comparison for each state. **Appendix D:—Data Table J** shows a state-by-state volume comparison for each season.

Chart 10: Quarter of Travel by Main Purpose of Trip
(2006—various travel segments—1+ nights)
row %s sorted in descending order by Q3

	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	24%	32%	21%
Pleasure/Rec./Holiday	22%	24%	36%	18%
Visit Friends/Relatives	21%	23%	31%	24%
Business/Convention	25%	26%	23%	25%
Other	18%	25%	30%	27%



Chart 11: Quarter of Travel by Destination

(2006—all travel segments—1+ nights)
sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	24%	32%	21%
11 Border States	15%	23%	42%	19%
New Hampshire	7%	21%	58%	15%
Maine	9%	19%	57%	15%
Montana	12%	24%	48%	17%
Vermont	18%	19%	44%	19%
North Dakota	15%	21%	43%	20%
Massachusetts	16%	21%	42%	20%
Minnesota	19%	22%	42%	18%
New York	16%	25%	40%	19%
Washington	18%	24%	39%	18%
Illinois	21%	25%	35%	20%
Oregon	21%	18%	35%	26%
Michigan	16%	25%	34%	25%
Ohio	20%	26%	34%	21%
Pennsylvania	22%	30%	28%	20%
California	27%	23%	24%	26%
Texas	29%	26%	23%	23%
Virginia	30%	28%	23%	20%
Nevada	30%	23%	18%	29%
North Carolina	34%	29%	15%	22%
Georgia	43%	27%	14%	16%
Florida	43%	27%	11%	19%
Arizona	47%	22%	9%	22%

Note: Table reflects the 22 states with respondent sample size of 400 or more.

Visitor Spending (detailed)

Canadian visitors spent a total of US\$9.00 billion dollars in the United States, a 15 percent increase from 2005. Accommodations accounted for the largest share of this amount (35%), followed by food and beverage (23%). Lower shares of total spending were posted for shopping, souvenirs, etc. (16%), transportation while in the United States (13%), and recreation and entertainment (13%). Note: Some respondents don't provide spending details. Each spending category's share of total is based on the spending reported with detail (76% of the total amount).

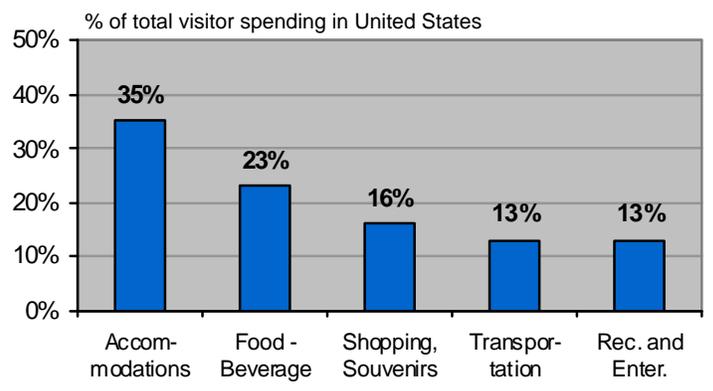
- Trip spending by category has shown only very small shifts in the past six years. Accommodations has dominated the proportion of total spending over the past seven years, even though its proportion has decreased from 38 percent of spending in 2000 to 35 percent in 2004 (stable in 2005 and 2006). Conversely, the proportion spent on other goods and services, which includes shopping and souvenirs, has increased from 14 percent in 2000 to 16 percent in 2004 (stable in 2005 and 2006).

- Trip spending behavior differs greatly depending on main trip purpose. *Business/convention* travelers used a much higher proportion of their total spending on accommodations (49%) and a smaller proportion on recreation and entertainment (6%). Travelers who spent the highest proportions on souvenirs and shopping were those *visiting friends or relatives* (28%) and those traveling for *other* miscellaneous reasons (27%), which includes shopping.
- Details of visitor spending are not available at the individual destination level.

Spending on a travel party basis increased in 2006 to \$1,188, an eight percent increase from the 2005 level of \$1,100. Thus, total visitor spending increased 15 percent due to a six percent increase in travel parties, and an eight percent increase in spending per party (rounded). Spending per visitor also increased six percent to reach \$563 due to a stable party size. Length of stay decreased very slightly in 2006 (decrease from 7.88 nights to 7.50 nights). These three factors combined—travel party spending, party size, and length of stay—produce a spending per visitor per day average. This measure increased from \$67 to \$75 because the proportional increase in party spending was magnified by the proportional decrease in length of stay. Another way to deconstruct the total spending increase reflects the increase in both the number of visitors (+8%) and average spending per visitor (+6%). The difference (from 15 percent) is due to rounding.

Chart 12: How a Travel Dollar is Spent

(2006—all travel segments—1+ nights)



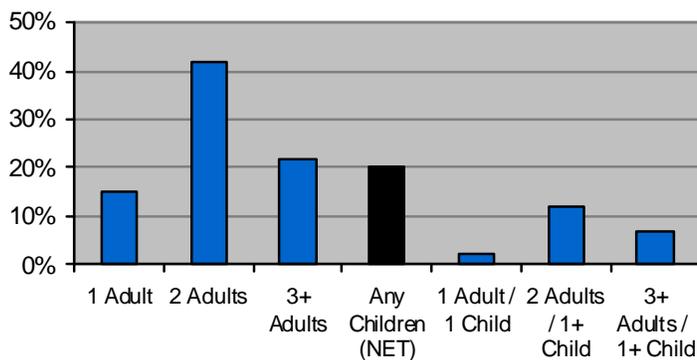


TRAVELER DEMOGRAPHICS

Composition and Size of Travel Party

Canadian travel to the United States is dominated by two-adult travel parties (42%). Half as many contained three or more adults (22%), while fewer still were comprised of one adult traveling alone (15%). Twenty percent of all travel parties included one or more children under age 20. The average party size was 2.11 persons in 2006. *Note: Travel party composition distributions and average party size are based on only those travel parties for which the survey respondent provided composition details (representing 92% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 13: Composition of Travel Party
(2006—all travel segments—1+ nights)

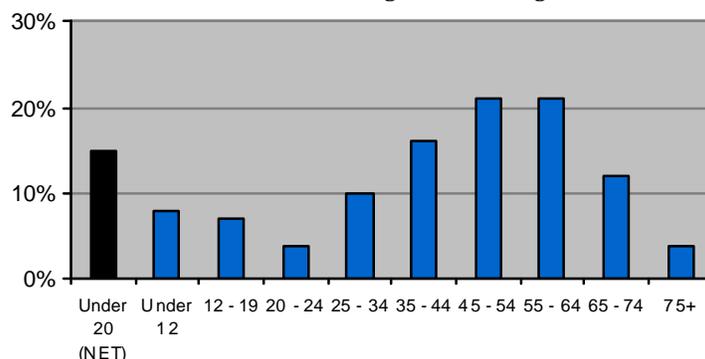


- Travel party composition has been stable over the past six years. No substantial trends emerge for any composition category. This includes average party size, which has ranged from 2.00 to 2.11 over the past seven years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. In this case, the small increase in party size contributes about one percentage point out of the total eight percent increase in visitors.
- Travel party composition differed greatly depending on main trip purpose. Leisure travelers had a higher incidence of two-adult parties (46%) or containing children (25%). Half of business travelers traveled alone (50%), and very few business travelers were accompanied by children (4%).

Age

The age of Canadian travelers is centered around the 45-54 and 55-64 age groups (both 21%). Although children were members of 20 percent of all travel parties, they accounted for only 15 percent of all travelers. The 35-44 age group (16%) and 65-74 (12%) also generated a large number of Canadian travelers. *Note: Age composition distributions are based on only those travel parties for which the survey respondent provided age details (representing 92% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 14: Traveler Age
(2006—all travel segments—1+ nights)



- The distribution of traveler age has remained mostly stable over the past seven years. The proportion of travelers age 55 or older has increased from 32% in 2000 to 37% in 2006, reflecting the aging of the general population.
- Traveler age differed depending on trip purpose. Canadians traveling for *business/convention* were concentrated in the 45-54 (31%) and 35-44 (27%) age groups.
- Traveler age differed greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from one to 16 percent.

Gender

Women travelers slightly outnumbered men, 53 percent to 47 percent, respectively. *Note: Gender distributions are based on only those travel parties for which the survey respondent provided gender details (representing 92% of all travel parties). Thus, these proportions will be slightly larger than those based on all travel parties.*

- Female Canadian visitors have outnumbered male Canadian visitors for the past seven years at a consistent level between 51 percent and 53 percent.
- Females generated more travelers for each trip purpose segment except for *business/convention*; 62 percent of business travelers are males.



Appendix A: Background & Methodology

[From *Statistics Canada*]

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 the Canada Border Services Agency (CBSA) and Citizenship and Immigration Canada authorities to obtain the number of border crossings and on the officers from these departments to distribute questionnaires to a sample of travelers in order to collect information on their trip spending.

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

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 travelers, resultant from policy revisions by the Customs and Immigration 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 traveler 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 to collect expenditure data only, to be applied to the traveler movements, 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. Response was large and consistent.

As travel gained in size and importance to the Canadian economy, the tourism industry voiced the need for more detailed information on the traveler 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 U.S. residents visiting Canada were distributed to these travelers when returning to their country by U.S. Customs officials.

The questionnaires were processed by the U.S. 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, 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 2003, the 2000 and 2001 data from the questionnaire surveys have been revised to incorporate the results of these initiatives. Since 2003, 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 “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 results 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 2003. However, revised 2000 and 2001 data allow users to make comparisons back to 2000.

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 travelers and a non-response bias, that is, returns may not be representative of the traveling public.

Although about 51,300 questionnaires obtained from non-resident parties entering Canada and 48,200 from returning residents were used to produce the 2006 estimates, these numbers represent less than 1.0 percent 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 travelers 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 2003, travel receipts, included in exports as “services,” accounted for about 3.0 percent of all current receipts while travel payments, included in imports as “services,” represented approximately 3.9 percent of all current payments.

In the context of the Canadian Balance of Payments, receipts on 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 travelers. The series thus includes any purchases of personal goods to be exported by travelers. Also included are medical expenses and education expenses of non-residents in Canada as well as foreign crew members’ spending in the country.

Payments on 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 travelers. The series thus includes any purchases of goods to be imported for personal use by travelers. 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, the following expenditures items which are included in the Canadian international travel account should be shown in other balance of payments accounts:

Receipts or Payments IMF Concept

It should be noted that travel receipts exclude international transportation fares paid by non-resident travelers 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 CBSA in the collection of the number of border crossings and the distribution of questionnaires to international travelers.

Frontier Counts

All ports of entry across Canada participate in determining the number of travelers 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 Customs officials in the enumeration process are described as follows:

E-62 Entry Tally. Form used to record the number of daily travelers 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 travelers cleared for entry by CBSA agents, as well as the travelers coming in to Canada by other modes of transport such as bus, train and on foot. In 1998, the Primary Automated Lookout System (PALS) was introduced at a few test ports to replace the manual E-62 tally. Presently, 32 ports across Canada utilize this automated system to record over 87.0 percent of Canada’s international automobile traffic.

E-63 Commercial and Private Craft/Passenger and Crew Arrivals. Form used to record travelers entering Canada by private plane or boat. This form is also used to record travelers and crews on commercial freighters, passenger ferries, cruises and some commercial air flights.

The CANPASS telephone reporting system also records the number of travelers entering Canada by private plane or boat. The CANPASS system also allows pre-authorized travelers, 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 travelers 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 travelers 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 travelers recorded on the family Customs Declaration Cards, data capture is done on a sample or census basis depending on the traveler type and airport size (see table). For other airports, census based administrative data is obtained from E-63 forms to produce the estimates.

Detailed instructions are provided to aid Customs 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 2006, the number of documents processed was estimated as follows: 164,300 E-62; 363,200 E-63; and 12,837,800 E-311.

Questionnaire Surveys

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

Collection methods and 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 is used to distribute these questionnaires to travelers at all border ports sampled. A stint consists of a selected period of several days during which questionnaires are to be distributed to eligible travelers. 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 traveling

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 travelers 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 travelers) or from the United States (for United States travelers).

Here is a brief description of the mail-back questionnaires.

Questionnaire (8-2200-356) for U.S. travelers visiting Canada. Distributed by CBSA officials during sampling periods to travelers residing in the United States at most land, air and some sea ports. However, at land ports, questionnaires are distributed only to U.S. residents taking an overnight car trip to Canada or entering Canada by a mode of transportation other than auto. The questionnaires are completed by the travelers 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 travelers residing in overseas countries at most land, air and some sea ports; the questionnaires are completed by the travelers 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 all 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 travelers 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 the drivers of Canadian vehicles who return to Canada after a same-day trip to the United States by auto. 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 the drivers of United States vehicles taking a same-day trip to Canada. 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.

In the case of overseas travelers 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 travelers 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 travelers as they await their return flights to targeted overseas countries. The countries targeted are those from whom we attract the most visitors. They include principally the United Kingdom, France, Germany and Japan, as well as a number of smaller markets, such as Switzerland and South Korea. These interviews are conducted each month and the collection period lasts three to five 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 visitors. All overseas visitors 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 travelers 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 7,300 interviews were completed in 2003. Since 2000, this collection method has achieved a response rate of over 90.0 percent.

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)³ or strata that are outside the scope of mail-back questionnaire distribution. There are 123 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 travelers 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 2006, these questionnaires represented only 3.3 percent of total visitors from the United States to Canada and 1.9 percent of Canadian residents who traveled 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.

In 2003, 51,300 questionnaires from non-resident travelers and 48,200 questionnaires completed by resident travelers were used to produce estimates.

Weighting

For estimation purposes, the responses obtained through the questionnaire surveys must be treated as a

³ In the International Travel Survey, the target populations (American, overseas and Canadian international travelers) are partitioned into 608 Port Factor Groups, based on selected characteristics such as country of residence, mode of entry and duration of stay.



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 travelers, or to a “non-response bias” due to the fact that the individuals replying may not be representative of the population.

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 travelers are disaggregated by known characteristics into homogenous groups referred to as Port Factor Groups (PFG). In the case of questionnaires obtained from the United States and Canadian travelers, those characteristics are port of entry, type of traveler, mode of entry and duration of stay. In the case of questionnaires obtained from overseas travelers, the characteristics used are country of residence and type of entry. For example, three of the main factor groups include questionnaires from American travelers entering and leaving on the same day by car, those from American travelers staying one night and those from American travelers staying two 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 travelers derived from these questionnaires matches the frontier count for that PFG.

A second stage of weighting called the bias adjustment is done for questionnaires completed by certain categories of air travelers. These include United States travelers, Canadian travelers returning from the United States and Canadian travelers returning directly from overseas countries who all came through the international airports of Vancouver, Toronto, and Montreal. They also include overseas air travelers 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 travelers 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) completed by these travelers. 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 traveler 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 travelers.

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 travelers. Using the raking-ratio statistical technique, this adjustment ensures that the derived estimates of the number of travelers 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. The provincial composition of the five regions used in the process is as follows: Atlantic (Newfoundland, Prince Edward Island, Nova Scotia, New Brunswick), Quebec, Ontario, Prairies (Saskatchewan, Manitoba, Alberta) and British Columbia (including Yukon, Northwest Territories and Nunavut).

In general, this adjustment allows for the production of more consistent and more reliable estimates on the characteristics of overseas visitors at the regional level. However, the raking-ratio does not guarantee the matching estimates by country of residence, region of entry as well as type of entry.

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.

Reliability Indicators

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 when the entire population was surveyed under the same conditions. The error arising due to drawing inferences about the population on the basis of information from the sample is termed sampling error.



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

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

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

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

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

Given the complex nature of the sampling design of the questionnaire surveys, 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:

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

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, Table 376-0003. Annual data on the characteristics of international trips are available free of charge on Statistics Canada’s website, under the heading “Canada in Statistics.”

Statistics Canada Daily, Travel between Canada and other countries, Catalogue no. 11-001-XIE. Publishes preliminary monthly international travelers frontier counts as soon as they become available – usually six weeks after the reference month. This release covers the four traveling populations 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 travelers, Catalogue no.11-001-XIE.

Approximately five months after the end of the quarter, an analytical text about the trends in the main characteristics of international travelers is released in the Daily to announce the availability of preliminary data on international travelers characteristics.

Statistics Canada Daily, International travel account, Catalogue no.11-001-XIE. 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 on international travel account.



International Travel, Advance Information, Catalogue no. 66-001-XIE. A monthly four-page document listing preliminary figures on international travelers is usually available six weeks after the reference month. Page one breaks down the number of foreign visitors and Canadian residents returning to Canada by mode of transport and length of stay. Page two outlines a selected list of categories of foreign overnight travelers to Canada by province of entry. Page three gives a detailed list of Canada's major overseas travel markets and page four provides a breakdown of Canadian overnight travelers returning by province of re-entry from both the United States and all other countries.

Micro-data files. Available per flow per quarter. Three 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. It is also possible to obtain a sub-flow which could be, for example, Ontario residents, aged 55 or older, visiting Florida or residents of Asian countries

on a business trip to Canada and visiting British Columbia.

For More Information

Specific inquiries about tourism statistics should be directed to:

Client Services

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

cult.tourstats@statcan.ca

You can also get information on a wide range of data on tourism and other statistics as well as a description of survey methodology on the Statistics Canada website at www.statcan.ca.

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



Appendix B: OTTI Website

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

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



Includes International Travel Research Online

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

- All of the latest summary tables highlighting specific tourism trends
- Country market and world regional profiles available
- Forecast of international travelers to the United States through 2011
- Information on OTTI's nine on-going market analysis (research) programs
- Updated monthly statistics on arrivals and departures
- Late-breaking TI News announcements and information releases
- Links and information on the Department of Commerce, Commercial Service Travel & Tourism Team in the USA & abroad
- Links to other organizations in the travel industry

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



Appendix C: Research and Marketing Assistance

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

- **Monthly Arrivals** tables posted to the OTTI website include historical monthly arrivals for the past ten years. Go to:
<http://www.tinet.ita.doc.gov/view/m-2006-I-001/table1.html>
- **The Canadian data page** provides reports & other links for assistance on the market.
Go to:
http://www.tinet.ita.doc.gov/outreachpages/inbo_und.country_in_north_america.canada.html
- **For more information** on the Canadian research program administered by OTTI, go to:
<http://www.tinet.ita.doc.gov/research/programs/canada/index.html>
- **For any other specific questions** on the Canadian travel market, please contact the OTTI office at (202) 482-0140. Mr. Mark Brown, Market Research Analyst for OTTI, manages this program.
- **The Commercial Service** is a network of export and industry specialists located in more than 100 U.S. cities and more than 80 countries worldwide. These trade professionals provide counseling and a variety of products and services to assist U.S. businesses. The primary Canada Commercial Service Specialists are:

Cheryl Schell

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

Ruth Williamson

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

United States Commercial Service Products and Services

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

Counseling and Advocacy

Counseling

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

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

Advocacy

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

Platinum Key Service

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



Market Research

Market Research Library

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

Customized Market Research

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

Finding International Partners

International Partner Search

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

Gold Key Matching Service

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

Commercial News USA

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

Trade Leads

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

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

International Company Profile

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

Trade Events and Related Services

Trade Fair Certification

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

International Buyer Program

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

Trade Missions

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

Catalog Events

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



Appendix D: 2006 Data tables



Appendix A						
Canadian Visitors to the U.S. by Person Visits/Person Nights/Average Nights						
One or More Nights - 2006						
2006	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change 06/05	Total Canada (000s)	Percent Change 06/05	Average Nights Per Visit	Percent Change 06/05
Census Region / State						
TOTAL U.S. (NET) ⁽¹⁾	15,992	7.6%	119,996	2.4%	7.5	-4.8%
TOTAL U.S. (SUM) ⁽²⁾	21,987	5.7%	118,272	1.9%	5.4	-3.6%
NEW ENGLAND	2,503	5%	8,335	7%	3.3	2%
CONNECTICUT (3)						
MAINE	746	2%	2,477	5%	3.3	3%
MASSACHUSETTS	583	15%	2,249	3%	3.9	-11%
NEW HAMPSHIRE	360	9%	1,045	23%	2.9	12%
RHODE ISLAND (3)						
VERMONT	642	0%	1,846	5%	2.9	5%
MID ATLANTIC	3,557	10%	9,924	5%	2.8	-5%
NEW JERSEY (3)						
NEW YORK	2,596	11%	7,240	5%	2.8	-5%
PENNSYLVANIA	696	8%	1,687	10%	2.4	2%
SOUTH ATLANTIC	4,420	3%	46,945	-1%	10.6	-4%
DELAWARE (3)						
DISTRICT OF COLUMBIA (3)						
FLORIDA	2,098	3%	37,816	-3%	18.0	-5%
GEORGIA	384	-1%	1,079	-13%	2.8	-12%
MARYLAND (3)						
NORTH CAROLINA	408		1,584		3.9	
SOUTH CAROLINA (3)						
VIRGINIA	466	0%	1,365	8%	2.9	8%
WEST VIRGINIA (3)						
EAST NORTH CENTRAL	2,645	3%	7,260	-4%	2.7	-7%
ILLINOIS	424	11%	1,355	7%	3.2	-4%
INDIANA (3)						
MICHIGAN	1,323	7%	3,348	3%	2.5	-4%
OHIO	508	-1%	1,283	-19%	2.5	-19%
WISCONSIN (3)						
WEST NORTH CENTRAL	1,547	13%	4,018	1%	2.6	-10%
IOWA (3)						
KANSAS (3)						
MINNESOTA	614	4%	1,477	-11%	2.4	-14%
MISSOURI (3)						
NEBRASKA (3)						
NORTH DAKOTA	496	33%	1,009	33%	2.0	0%
SOUTH DAKOTA (3)						
EAST SOUTH CENTRAL	692	-1%	1,743	-5%	2.5	-4%
ALABAMA (3)						
KENTUCKY (3)						
MISSISSIPPI (3)						
TENNESSEE (3)						
WEST SOUTH CENTRAL	512	7%	3,866	-5%	7.6	-11%
ARKANSAS (3)						
LOUISIANA (3)						
OKLAHOMA (3)						
TEXAS	333	9%	3,144	-5%	9.4	-13%
MOUNTAIN	2,595	6%	15,873	5%	6.1	-1%
ARIZONA	496	17%	7,455	10%	15.0	-6%
COLORADO (3)						
IDAHO (3)						
MONTANA	513	12%	1,671	12%	3.3	0%
NEVADA	902	-3%	4,082	-6%	4.5	-3%
NEW MEXICO (3)						
UTAH (3)						
WYOMING (3)						
PACIFIC	3,516	5%	20,306	6%	5.8	1%
CALIFORNIA	1,037	3%	9,152	6%	8.8	3%
OREGON	326	-10%	1,125	-14%	3.5	-5%
WASHINGTON	1,775	10%	5,161	12%	2.9	2%
ALASKA (3)						
HAWAII (3)						

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix B							
Canadian Visitors to the U.S. by Expenditures							
One or More Nights - 2006							
2006	VISITORS	VISITOR SPENDING (1+ NIGHTS)					
Census Region / State	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change 06/05	Spending Per Visitor 1+ Nights (\$US)	Percent Change 06/05	Average Daily Per Person 1+ Nights (\$US)	Percent Change 06/05
TOTAL U.S. (NET) ⁽¹⁾	15,992	\$ 9,002,598	14.5%	\$ 563	6.4%	\$ 75	11.8%
TOTAL U.S. (SUM) ⁽²⁾	21,987	---	---	---	---	---	---
NEW ENGLAND	2,503	\$ 720,296	41%	\$ 288	35%	\$ 86	32%
CONNECTICUT (3)							
MAINE	746	\$ 199,924	33%	\$ 268	31%	\$ 81	27%
MASSACHUSETTS	583	\$ 240,076	42%	\$ 412	23%	\$ 107	38%
NEW HAMPSHIRE	360	\$ 89,137	63%	\$ 248	49%	\$ 85	33%
RHODE ISLAND (3)							
VERMONT	642	\$ 130,561	46%	\$ 203	46%	\$ 71	39%
MID ATLANTIC	3,557	\$ 997,751	39%	\$ 281	26%	\$ 101	32%
NEW JERSEY (3)							
NEW YORK	2,596	\$ 768,891	41%	\$ 296	28%	\$ 106	35%
PENNSYLVANIA	696	\$ 133,271	29%	\$ 191	20%	\$ 79	18%
SOUTH ATLANTIC	4,420	\$ 3,122,051	25%	\$ 706	21%	\$ 67	25%
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	2,098	\$ 2,372,480	23%	\$ 1,131	20%	\$ 63	27%
GEORGIA	384	\$ 96,941	10%	\$ 252	11%	\$ 90	26%
MARYLAND (3)							
NORTH CAROLINA	408	\$ 105,520	---	\$ 258	---	\$ 67	---
SOUTH CAROLINA (3)							
VIRGINIA	466	\$ 94,883	26%	\$ 204	26%	\$ 70	17%
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,645	\$ 684,444	26%	\$ 259	22%	\$ 94	31%
ILLINOIS	424	\$ 190,137	35%	\$ 449	22%	\$ 140	26%
INDIANA (3)							
MICHIGAN	1,323	\$ 273,032	31%	\$ 206	23%	\$ 82	27%
OHIO	508	\$ 114,974	20%	\$ 227	21%	\$ 90	48%
WISCONSIN (3)							
WEST NORTH CENTRAL	1,547	\$ 422,267	37%	\$ 273	21%	\$ 105	35%
IOWA (3)							
KANSAS (3)							
MINNESOTA	614	\$ 174,332	30%	\$ 284	26%	\$ 118	47%
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	496	\$ 107,833	60%	\$ 217	21%	\$ 107	21%
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	692	\$ 149,805	21%	\$ 217	22%	\$ 86	27%
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	512	\$ 343,689	28%	\$ 671	19%	\$ 89	35%
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	333	\$ 249,962	31%	\$ 751	20%	\$ 79	38%
MOUNTAIN	2,595	\$ 1,760,182	37%	\$ 678	29%	\$ 111	30%
ARIZONA	496	\$ 544,144	52%	\$ 1,096	30%	\$ 73	38%
COLORADO (3)							
IDAHO (3)							
MONTANA	513	\$ 127,372	50%	\$ 248	34%	\$ 76	34%
NEVADA	902	\$ 798,921	24%	\$ 886	28%	\$ 196	33%
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	3,516	\$ 1,904,559	28%	\$ 542	22%	\$ 94	20%
CALIFORNIA	1,037	\$ 873,851	23%	\$ 843	19%	\$ 95	16%
OREGON	326	\$ 82,137	4%	\$ 252	15%	\$ 73	21%
WASHINGTON	1,775	\$ 362,660	42%	\$ 204	29%	\$ 70	26%
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix C
Canadian Visitors to the U.S. by Province of Residence
One or More Nights - 2006

2006	VISITORS	PROVINCE OF ORIGIN (1+ NIGHTS)										
		Total Canada (000s)	New-found-land (000s)	Prince Edward Island (000s)	Nova Scotia (000s)	New Brunswick (000s)	Quebec (000s)	Ontario (000s)	Mani-toba (000s)	Saskat-chewan (000s)	Alberta (000s)	British Columbia (000s)
Census Region / State												
TOTAL U.S. (NET) ⁽¹⁾	15,992	52	21	279	290	2,822	7,319	734	266	1,519	2,661	30
TOTAL U.S. (SUM) ⁽²⁾	21,987	67	47	469	403	3,531	10,584	966	397	2,091	3,389	44
NEW ENGLAND	2,503	13	18	243	273	1,266	604	6	4	29	47	*
CONNECTICUT (3)												
MAINE	746	6	6	124	192	315	89	1	1	6	7	*
MASSACHUSETTS	583	3	5	39	21	274	203	3	1	15	19	*
NEW HAMPSHIRE	360	1	3	54	42	168	81	1	1	2	8	*
RHODE ISLAND (3)												
VERMONT	642	2	1	15	10	456	153	1	0	2	4	*
MID ATLANTIC	3,557	7	10	59	37	852	2,402	15	9	82	86	*
NEW JERSEY (3)												
NEW YORK	2,596	3	7	36	17	656	1,755	7	6	56	53	*
PENNSYLVANIA	696	1	2	12	11	109	519	6	3	16	17	*
SOUTH ATLANTIC	4,420	33	19	86	63	927	2,869	69	27	145	176	7
DELAWARE (3)												
DISTRICT OF COLUMBIA (3)												
FLORIDA	2,098	29	5	47	40	456	1,265	47	18	93	94	4
GEORGIA	384	*	2	3	1	42	297	3	2	11	22	1
MARYLAND (3)												
NORTH CAROLINA	408	2	1	7	4	71	292	6	1	11	12	2
SOUTH CAROLINA (3)												
VIRGINIA	466	*	2	11	9	137	292	4	1	5	6	*
WEST VIRGINIA (3)												
EAST NORTH CENTRAL	2,645	4	1	18	5	121	2,208	84	31	99	76	*
ILLINOIS	424	1	1	5	0	30	301	19	6	37	25	*
INDIANA (3)												
MICHIGAN	1,323	2	*	5	0	32	1,202	32	12	22	15	*
OHIO	508	0	*	5	1	31	438	2	2	14	14	*
WISCONSIN (3)												
WEST NORTH CENTRAL	1,547	*	*	5	4	36	545	644	144	117	52	2
IOWA (3)												
KANSAS (3)												
MINNESOTA	614	*	*	1	2	9	298	240	17	36	10	2
MISSOURI (3)												
NEBRASKA (3)												
NORTH DAKOTA	496	*	0	1	0	*	37	326	100	27	5	*
SOUTH DAKOTA (3)												
EAST SOUTH CENTRAL	692	1	*	9	8	28	583	9	5	27	22	*
ALABAMA (3)												
KENTUCKY (3)												
MISSISSIPPI (3)												
TENNESSEE (3)												
WEST SOUTH CENTRAL	512	3	*	16	2	39	264	24	15	88	61	*
ARKANSAS (3)												
LOUISIANA (3)												
OKLAHOMA (3)												
TEXAS	333	3	*	10	2	28	159	18	9	73	31	*
MOUNTAIN	2,595	6	*	15	7	135	643	71	116	1,009	579	14
ARIZONA	496	4	*	5	2	29	174	12	17	154	99	1
COLORADO (3)												
IDAHO (3)												
MONTANA	513	*	*	1	2	4	47	8	31	369	49	0
NEVADA	902	2	*	4	2	82	252	30	26	236	259	10
NEW MEXICO (3)												
UTAH (3)												
WYOMING (3)												
PACIFIC	3,516	*	*	20	5	128	466	44	45	496	2,290	21
CALIFORNIA	1,037	*	*	10	4	86	294	23	19	195	402	4
OREGON	326	*	*	1	0	2	21	1	2	49	248	1
WASHINGTON	1,775	*	*	1	0	22	78	13	9	145	1,504	3
ALASKA (3)												
HAWAII (3)												

Source: U.S. Department of Commerce, International Trade Administration, Office of Travel & Tourism Industries
 (1) Total U.S. (NET) reflects non-duplicated parties. These totals are not revised when Statistics Canada revises total visitor estimates.
 (2) Total U.S. (SUM) and regional totals sum the visits across U.S. regions and states. Thus, the sum totals include possible double-counting of travelers who visit more than one state. State details may not sum to totals due to rounding.
 (3) Based on industry recommendation, OTTI policy is to suppress state data for which sample size is fewer than 400.
 Note: Totals for Canada may differ across tables due to differences in response rates for questions.
 * Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix D					
Canadian Visitors to the U.S. by Mode of Transportation					
One or More Nights - 2006					
2006	VISITORS	MODE OF TRANSPORTATION (1+ NIGHTS)			
Census Region / State	Total Canada (000s)	Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
TOTAL U.S. (NET) ⁽¹⁾	15,992	9,298	5,521	650	523
TOTAL U.S. (SUM) ⁽²⁾	21,987	13,915	6,429	846	797
NEW ENGLAND	2,503	1,979	236	142	147
CONNECTICUT (3)					
MAINE	746	673	15	15	45
MASSACHUSETTS	583	351	130	96	7
NEW HAMPSHIRE	360	275	16	8	61
RHODE ISLAND (3)					
VERMONT	642	568	20	22	33
MID ATLANTIC	3,557	2,566	633	210	149
NEW JERSEY (3)					
NEW YORK	2,596	1,869	432	165	130
PENNSYLVANIA	696	541	124	14	18
SOUTH ATLANTIC	4,420	2,471	1,862	40	47
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	2,098	748	1,325	20	5
GEORGIA	384	254	122	2	6
MARYLAND (3)					
NORTH CAROLINA	408	297	104	1	7
SOUTH CAROLINA (3)					
VIRGINIA	466	382	66	9	10
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,645	1,941	397	172	136
ILLINOIS	424	170	205	43	6
INDIANA (3)					
MICHIGAN	1,323	1,082	40	110	91
OHIO	508	409	73	5	21
WISCONSIN (3)					
WEST NORTH CENTRAL	1,547	1,194	210	83	61
IOWA (3)					
KANSAS (3)					
MINNESOTA	614	494	82	29	8
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	496	459	6	20	11
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	692	515	130	11	36
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	512	153	342	1	16
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	333	77	248	0	8
MOUNTAIN	2,595	1,163	1,274	96	63
ARIZONA	496	127	366	1	2
COLORADO (3)					
IDAHO (3)					
MONTANA	513	450	25	15	23
NEVADA	902	176	662	60	3
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	3,516	1,934	1,347	92	144
CALIFORNIA	1,037	166	864	7	0
OREGON	326	222	44	52	8
WASHINGTON	1,775	1,510	123	26	117
ALASKA (3)					
HAWAII (3)					

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix E							
Canadian Visitors to the U.S. by Type of Accommodations							
One or More Nights - 2006							
2006	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)
Census Region / State							
TOTAL U.S. (NET) ⁽¹⁾	15,992	963	603	7,816	2,542	3,029	1,040
TOTAL U.S. (SUM) ⁽²⁾	21,987	1,560	663	11,268	3,266	2,716	2,345
NEW ENGLAND	2,503	210	137	1,271	359	313	212
CONNECTICUT (3)							
MAINE	746	87	42	427	71	61	60
MASSACHUSETTS	583	13	6	311	111	103	39
NEW HAMPSHIRE	360	32	6	191	34	57	40
RHODE ISLAND (3)							
VERMONT	642	77	82	248	93	75	66
MID ATLANTIC	3,557	287	109	1,799	661	350	350
NEW JERSEY (3)							
NEW YORK	2,596	251	106	1,244	483	265	247
PENNSYLVANIA	696	32	3	415	116	46	85
SOUTH ATLANTIC	4,420	159	58	2,143	615	820	625
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	2,098	73	42	799	386	652	146
GEORGIA	384	20	*	255	43	14	51
MARYLAND (3)							
NORTH CAROLINA	408	12	9	242	55	25	67
SOUTH CAROLINA (3)							
VIRGINIA	466	24	2	196	30	31	183
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,645	136	26	1,464	559	184	448
ILLINOIS	424	11	2	301	74	14	0
INDIANA (3)							
MICHIGAN	1,323	70	17	666	352	97	22
OHIO	508	32	3	262	77	39	28
WISCONSIN (3)							
WEST NORTH CENTRAL	1,547	97	9	1,039	131	96	94
IOWA (3)							
KANSAS (3)							
MINNESOTA	614	33	5	417	51	39	7
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	496	30	2	369	25	13	13
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	692	35	3	414	59	44	57
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	512	24	1	301	90	59	5
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	333	14	1	198	72	34	5
MOUNTAIN	2,595	205	75	1,573	199	314	10
ARIZONA	496	36	13	222	72	120	15
COLORADO (3)							
IDAHO (3)							
MONTANA	513	75	58	228	42	59	6
NEVADA	902	24	*	761	18	41	38
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	3,516	406	246	1,265	593	536	544
CALIFORNIA	1,037	36	5	560	215	184	8
OREGON	326	28	0	104	20	77	268
WASHINGTON	1,775	329	222	600	333	156	37
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix F					
Canadian Visitors to the U.S. by Purpose of Trip					
One or More Nights - 2006					
2006	VISITORS		PURPOSE OF TRIP (1+ NIGHTS)		
	Total Canada (000s)	Business/ Convention (000s)	Visit Friends or Relatives (000s)	Holiday/ Vacation ⁽⁴⁾ (000s)	Other ⁽⁵⁾ (000s)
Census Region / State					
TOTAL U.S. (NET)⁽¹⁾	15,992	2,341	3,192	7,132	3,328
TOTAL U.S. (SUM)⁽²⁾	21,987	2,764	4,029	13,345	1,849
NEW ENGLAND	2,503	189	497	1,572	246
CONNECTICUT (3)					
MAINE	746	32	108	509	97
MASSACHUSETTS	583	89	162	290	43
NEW HAMPSHIRE	360	11	47	263	40
RHODE ISLAND (3)					
VERMONT	642	23	114	455	50
MID ATLANTIC	3,557	381	790	1,957	428
NEW JERSEY (3)					
NEW YORK	2,596	219	545	1,461	371
PENNSYLVANIA	696	111	167	374	45
SOUTH ATLANTIC	4,420	515	479	3,267	159
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	2,098	220	221	1,612	46
GEORGIA	384	69	53	245	17
MARYLAND (3)					
NORTH CAROLINA	408	51	61	276	21
SOUTH CAROLINA (3)					
VIRGINIA	466	38	47	361	20
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,645	480	734	1,084	346
ILLINOIS	424	135	101	148	40
INDIANA (3)					
MICHIGAN	1,323	169	409	530	214
OHIO	508	98	123	235	52
WISCONSIN (3)					
WEST NORTH CENTRAL	1,547	194	221	889	243
IOWA (3)					
KANSAS (3)					
MINNESOTA	614	83	96	347	88
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	496	16	43	312	124
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	692	95	97	467	33
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	512	185	123	176	28
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	333	128	82	109	14
MOUNTAIN	2,595	336	347	1,791	121
ARIZONA	496	89	79	318	11
COLORADO (3)					
IDAHO (3)					
MONTANA	513	21	81	369	42
NEVADA	902	125	56	695	26
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	3,516	388	742	2,141	246
CALIFORNIA	1,037	221	250	512	55
OREGON	326	28	60	216	21
WASHINGTON	1,775	121	416	1,084	155
ALASKA (3)					
HAWAII (3)					

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

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

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix G1 Canadian Visitors to the U.S. by Activity One or More Nights - 2006							
2006	VISITORS	ACTIVITY ON U.S. TRIP (1+ NIGHTS)					
Census Region / State	Total Canada (000s)	Shopping (000s)	Sightsee (000s)	Visit Friends/ Relatives (000s)	Participate in Sports/ Outdoor Activities (000s)	Visit a Historic Site (000s)	Go to a Bar or Night Club (000s)
TOTAL U.S. (NET) ⁽¹⁾	15,992	11,147	7,110	6,072	4,902	3,291	3,636
TOTAL U.S. (SUM) ⁽²⁾	21,987	16,046	11,269	9,102	7,779	5,719	5,113
NEW ENGLAND	2,503	1,684	1,085	873	825	529	342
CONNECTICUT (3)							
MAINE	746	552	313	197	241	106	87
MASSACHUSETTS	583	410	324	264	138	227	122
NEW HAMPSHIRE	360	249	171	91	127	68	44
RHODE ISLAND (3)							
VERMONT	642	359	187	214	285	78	60
MID ATLANTIC	3,557	2,397	1,641	1,411	1,097	917	758
NEW JERSEY (3)							
NEW YORK	2,596	1,698	1,139	953	751	610	552
PENNSYLVANIA	696	518	362	330	280	224	139
SOUTH ATLANTIC	4,420	3,641	2,537	2,043	2,418	1,048	1,211
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	2,098	1,756	1,192	1,005	1,070	357	557
GEORGIA	384	304	230	230	192	101	103
MARYLAND (3)							
NORTH CAROLINA	408	332	240	203	247	122	102
SOUTH CAROLINA (3)							
VIRGINIA	466	382	275	209	264	155	119
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,645	1,700	1,008	1,211	554	487	520
ILLINOIS	424	272	228	189	71	127	130
INDIANA (3)							
MICHIGAN	1,323	818	387	616	236	163	200
OHIO	508	336	200	241	161	86	108
WISCONSIN (3)							
WEST NORTH CENTRAL	1,547	1,148	605	475	285	352	288
IOWA (3)							
KANSAS (3)							
MINNESOTA	614	431	193	186	120	95	93
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	496	413	132	91	71	64	88
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	692	572	480	367	366	234	186
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	512	352	320	251	193	211	167
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	333	223	187	158	118	111	103
MOUNTAIN	2,595	2,020	1,742	982	919	931	934
ARIZONA	496	401	354	270	260	212	155
COLORADO (3)							
IDAHO (3)							
MONTANA	513	390	261	191	218	178	137
NEVADA	902	724	685	217	170	223	463
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	3,516	2,533	1,852	1,488	1,123	1,010	709
CALIFORNIA	1,037	823	690	530	287	353	241
OREGON	326	227	217	135	105	143	73
WASHINGTON	1,775	1,141	609	723	490	269	236
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix G2							
Canadian Visitors to the U.S. by Activity (continued)							
One or More Nights - 2006							
2006	ACTIVITY ON U.S. TRIP (1+ NIGHTS)						
Census Region / State	National or State Nature Park (000s)	Visit a Museum or Art Gallery (000s)	Visit A Theme Park (000s)	Attend Cultural Events (000s)	Go to a Casino (000s)	Zoo, Aquarium or Botanical Garden (000s)	Golfing (000s)
TOTAL U.S. (NET) ⁽¹⁾	2,501	2,528	1,793	1,977	1,746	1,577	1,378
TOTAL U.S. (SUM) ⁽²⁾	4,256	4,220	2,966	3,063	2,655	2,551	2,386
NEW ENGLAND	450	386	197	188	52	118	62
CONNECTICUT (3)							
MAINE	112	76	98	28	16	24	22
MASSACHUSETTS	106	181	27	89	10	60	11
NEW HAMPSHIRE	96	38	31	26	7	10	6
RHODE ISLAND (3)							
VERMONT	105	58	26	31	4	14	20
MID ATLANTIC	540	683	318	497	102	290	193
NEW JERSEY (3)							
NEW YORK	384	470	190	370	47	173	81
PENNSYLVANIA	115	157	93	101	27	86	104
SOUTH ATLANTIC	742	763	1,223	614	230	748	972
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	328	273	727	280	143	371	408
GEORGIA	58	64	97	55	12	87	57
MARYLAND (3)							
NORTH CAROLINA	81	70	83	54	17	62	99
SOUTH CAROLINA (3)							
VIRGINIA	102	102	98	59	19	66	129
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	259	430	193	322	211	219	138
ILLINOIS	52	129	32	65	32	71	14
INDIANA (3)							
MICHIGAN	95	118	46	130	140	61	62
OHIO	54	97	64	76	12	36	32
WISCONSIN (3)							
WEST NORTH CENTRAL	251	250	171	168	300	158	89
IOWA (3)							
KANSAS (3)							
MINNESOTA	66	67	92	48	159	51	37
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	54	48	33	28	70	37	20
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	133	189	176	133	38	82	115
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	93	116	70	91	57	75	74
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	54	75	40	56	21	48	47
MOUNTAIN	884	684	213	563	1,181	338	448
ARIZONA	220	147	29	77	130	65	170
COLORADO (3)							
IDAHO (3)							
MONTANA	185	110	26	41	107	33	92
NEVADA	194	220	112	345	766	162	95
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	904	720	406	488	483	523	296
CALIFORNIA	272	284	293	169	166	260	102
OREGON	110	96	18	31	101	38	35
WASHINGTON	261	200	57	149	189	97	113
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix G3							
Canadian Visitors to the U.S. by Activity (continued)							
One or More Nights - 2006							
2006	ACTIVITY ON TRIP (1+ NIGHTS)						
Census Region / State	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)
TOTAL U.S. (NET) ⁽¹⁾	1,235	1,282	886	315	241	29	1,796
TOTAL U.S. (SUM) ⁽²⁾	2,004	1,979	1,296	489	277	65	2,727
NEW ENGLAND	179	153	160	58	81	6	203
CONNECTICUT (3)							
MAINE	47	35	37	16	13	3	62
MASSACHUSETTS	38	55	30	10	*	*	38
NEW HAMPSHIRE	31	28	11	10	8	2	23
RHODE ISLAND (3)							
VERMONT	50	20	77	20	60	1	59
MID ATLANTIC	308	254	199	66	95	9	546
NEW JERSEY (3)							
NEW YORK	210	172	157	42	92	7	364
PENNSYLVANIA	85	70	34	16	3	2	143
SOUTH ATLANTIC	484	506	365	160	3	30	773
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	216	237	217	95	3	12	247
GEORGIA	63	55	30	15	*	*	99
MARYLAND (3)							
NORTH CAROLINA	46	49	33	12	*	2	110
SOUTH CAROLINA (3)							
VIRGINIA	52	41	27	22	*	2	75
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	243	229	84	32	8	6	400
ILLINOIS	50	41	17	3	0	*	56
INDIANA (3)							
MICHIGAN	84	94	30	14	5	3	174
OHIO	69	50	26	12	1	2	106
WISCONSIN (3)							
WEST NORTH CENTRAL	117	153	42	16	21	1	106
IOWA (3)							
KANSAS (3)							
MINNESOTA	34	68	23	7	13	1	38
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	36	41	10	4	1	*	23
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	104	110	53	41	*	2	174
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	45	66	24	4	2	*	80
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	25	42	17	3	2		55
MOUNTAIN	181	237	116	42	48	4	117
ARIZONA	36	79	15	7	0	1	19
COLORADO (3)							
IDAHO (3)							
MONTANA	42	32	52	17	8	1	22
NEVADA	54	55	15	2	4	1	23
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	346	270	252	69	20	6	329
CALIFORNIA	117	88	45	13	6	1	65
OREGON	30	21	17	5	3	2	32
WASHINGTON	149	137	91	26	10	4	228
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix H1								
Canadian Visitors to the U.S. by Age Groups								
One or More Nights - 2006								
2006	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)
Census Region / State								
TOTAL U.S. (NET) ⁽¹⁾	15,992	959	718	1,678	2,071	5,493	5,491	1,259
TOTAL U.S. (SUM) ⁽²⁾	21,987	1,220	972	2,192	2,494	7,083	8,557	1,661
NEW ENGLAND	2,503	183	115	298	323	839	851	192
CONNECTICUT (3)								
MAINE	746	59	42	100	76	248	276	46
MASSACHUSETTS	583	35	23	58	98	173	181	74
NEW HAMPSHIRE	360	27	14	41	53	134	111	22
RHODE ISLAND (3)								
VERMONT	642	55	31	85	66	232	219	39
MID ATLANTIC	3,557	243	194	437	481	1,254	1,106	279
NEW JERSEY (3)								
NEW YORK	2,596	184	148	332	377	966	725	197
PENNSYLVANIA	696	36	36	72	67	211	297	51
SOUTH ATLANTIC	4,420	284	200	484	373	1,336	1,879	349
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	2,098	181	101	282	202	669	793	152
GEORGIA	384	17	10	26	34	92	202	30
MARYLAND (3)								
NORTH CAROLINA	408	12	20	33	29	108	212	27
SOUTH CAROLINA (3)								
VIRGINIA	466	29	27	56	29	141	211	31
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	2,645	117	103	220	358	919	959	189
ILLINOIS	424	14	16	30	68	156	133	37
INDIANA (3)								
MICHIGAN	1,323	67	53	120	174	457	482	90
OHIO	508	18	19	37	80	176	180	35
WISCONSIN (3)								
WEST NORTH CENTRAL	1,547	97	82	179	160	479	624	105
IOWA (3)								
KANSAS (3)								
MINNESOTA	614	43	37	80	62	192	232	48
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	496	41	32	73	65	156	177	25
SOUTH DAKOTA (3)								
EAST SOUTH CENTRAL	692	35	26	61	48	186	342	54
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	512	11	15	26	66	195	179	46
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	333	8	11	18	42	129	109	34
MOUNTAIN	2,595	72	86	158	285	798	1,165	189
ARIZONA	496	8	11	19	52	145	250	31
COLORADO (3)								
IDAHO (3)								
MONTANA	513	36	33	69	41	158	214	31
NEVADA	902	14	17	31	144	296	357	74
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	3,516	177	150	327	401	1,077	1,453	258
CALIFORNIA	1,037	56	35	91	141	346	372	88
OREGON	326	8	10	18	32	85	163	28
WASHINGTON	1,775	100	89	189	189	535	747	116
ALASKA (3)								
HAWAII (3)								

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix H2							
Canadian Visitors to the U.S. by Male Age Groups							
One or More Nights - 2006							
2006	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)	
Census Region / State							
TOTAL U.S. (NET) ⁽¹⁾	15,992	6,866	---	---	---	---	1,259
TOTAL U.S. (SUM) ⁽²⁾	21,987	9,557	1,020	1,082	3,320	4,135	1,661
NEW ENGLAND	2,503	1,077	148	153	383	394	192
CONNECTICUT (3)							
MAINE	746	322	49	31	112	130	46
MASSACHUSETTS	583	238	28	50	83	77	74
NEW HAMPSHIRE	360	165	24	24	64	53	22
RHODE ISLAND (3)							
VERMONT	642	272	39	31	99	103	39
MID ATLANTIC	3,557	1,487	205	187	562	534	279
NEW JERSEY (3)							
NEW YORK	2,596	1,074	159	143	425	347	197
PENNSYLVANIA	696	304	31	29	99	145	51
SOUTH ATLANTIC	4,420	1,966	223	171	635	936	349
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	2,098	894	129	85	304	375	152
GEORGIA	384	173	13	19	43	100	30
MARYLAND (3)							
NORTH CAROLINA	408	187	10	9	56	112	27
SOUTH CAROLINA (3)							
VIRGINIA	466	226	31	16	67	112	31
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,645	1,198	104	169	463	462	189
ILLINOIS	424	194	14	31	84	65	37
INDIANA (3)							
MICHIGAN	1,323	590	56	80	228	226	90
OHIO	508	237	19	40	84	95	35
WISCONSIN (3)							
WEST NORTH CENTRAL	1,547	670	79	63	227	301	105
IOWA (3)							
KANSAS (3)							
MINNESOTA	614	265	38	25	92	110	48
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	496	190	28	20	60	83	25
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	692	313	31	22	88	173	54
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	512	241	13	37	104	87	46
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	333	156	8	25	70	53	34
MOUNTAIN	2,595	1,133	80	129	370	555	189
ARIZONA	496	236	11	26	81	118	31
COLORADO (3)							
IDAHO (3)							
MONTANA	513	228	31	18	71	107	31
NEVADA	902	372	16	64	126	166	74
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	3,516	1,471	138	152	488	693	258
CALIFORNIA	1,037	428	42	48	165	172	88
OREGON	326	148	8	13	45	82	28
WASHINGTON	1,775	731	74	70	228	359	116
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix H3							
Canadian Visitors to the U.S. by Female Age Groups							
One or More Nights - 2006							
2006	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)	
Census Region / State							
TOTAL U.S. (NET) ⁽¹⁾	15,992	7,867	---	---	---	---	1,259
TOTAL U.S. (SUM) ⁽²⁾	21,987	10,769	1,172	1,412	3,764	4,422	1,661
NEW ENGLAND	2,503	1,235	151	171	456	458	192
CONNECTICUT (3)							
MAINE	746	378	52	44	136	146	46
MASSACHUSETTS	583	272	30	48	90	104	74
NEW HAMPSHIRE	360	173	17	29	70	58	22
RHODE ISLAND (3)							
VERMONT	642	331	46	36	133	117	39
MID ATLANTIC	3,557	1,791	233	294	692	572	279
NEW JERSEY (3)							
NEW YORK	2,596	1,325	173	234	541	378	197
PENNSYLVANIA	696	342	41	37	112	152	51
SOUTH ATLANTIC	4,420	2,106	260	202	701	943	349
DELAWARE (3)							
DISTRICT OF COLUMBIA (3)							
FLORIDA	2,098	1,053	153	117	365	418	152
GEORGIA	384	181	14	16	50	103	30
MARYLAND (3)							
NORTH CAROLINA	408	194	23	20	52	100	27
SOUTH CAROLINA (3)							
VIRGINIA	466	210	24	12	74	99	31
WEST VIRGINIA (3)							
EAST NORTH CENTRAL	2,645	1,258	116	189	456	496	189
ILLINOIS	424	193	16	38	72	67	37
INDIANA (3)							
MICHIGAN	1,323	643	63	94	229	256	90
OHIO	508	236	18	40	92	86	35
WISCONSIN (3)							
WEST NORTH CENTRAL	1,547	771	100	97	252	322	105
IOWA (3)							
KANSAS (3)							
MINNESOTA	614	301	42	37	100	122	48
MISSOURI (3)							
NEBRASKA (3)							
NORTH DAKOTA	496	280	45	45	96	94	25
SOUTH DAKOTA (3)							
EAST SOUTH CENTRAL	692	325	31	27	99	169	54
ALABAMA (3)							
KENTUCKY (3)							
MISSISSIPPI (3)							
TENNESSEE (3)							
WEST SOUTH CENTRAL	512	225	14	29	90	93	46
ARKANSAS (3)							
LOUISIANA (3)							
OKLAHOMA (3)							
TEXAS	333	143	10	18	59	55	34
MOUNTAIN	2,595	1,273	78	156	428	610	189
ARIZONA	496	229	8	26	64	132	31
COLORADO (3)							
IDAHO (3)							
MONTANA	513	254	38	23	87	107	31
NEVADA	902	456	15	80	170	192	74
NEW MEXICO (3)							
UTAH (3)							
WYOMING (3)							
PACIFIC	3,516	1,787	189	249	590	760	258
CALIFORNIA	1,037	521	49	92	180	200	88
OREGON	326	150	10	19	40	81	28
WASHINGTON	1,775	928	115	119	307	387	116
ALASKA (3)							
HAWAII (3)							

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix I								
Canadian Visitors to the U.S. by Nights Spent in State								
One or More Nights - 2006								
2006	VISITORS	DAY-TRIPS	NIGHTS SPENT IN U.S. DESTINATION (1+ NIGHTS)					
Census Region / State	Total Canada Day & Overnight (000s)	Same Day (000s)	TOTAL 1+ Nights (NET) (000s)	One Night (000s)	Two to Six Nights (000s)	Seven to Thirteen Nights (000s)	Fourteen or More Nights (000s)	Average Nights Per Visit
TOTAL U.S. (NET) ⁽¹⁾	---	---	15,992	1,797	9,125	3,401	1,669	7.5
TOTAL U.S. (SUM) ⁽²⁾	34,263	12,820	21,987	5,835	11,803	2,944	1,405	5.4
NEW ENGLAND	4,348	1,845	2,503	589	1,640	236	39	3.3
CONNECTICUT (3)								
MAINE	940	194	746	184	468	85	10	3.3
MASSACHUSETTS	795	212	583	72	438	59	14	3.9
NEW HAMPSHIRE	853	493	360	99	227	33	2	2.9
RHODE ISLAND (3)								
VERMONT	1,493	851	642	185	404	46	7	2.9
MID ATLANTIC	6,766	3,209	3,557	1,092	2,216	211	37	2.8
NEW JERSEY (3)								
NEW YORK	4,877	2,281	2,596	705	1,728	137	26	2.8
PENNSYLVANIA	1,541	845	696	333	319	38	6	2.4
SOUTH ATLANTIC	7,072	2,652	4,420	1,049	1,426	1,171	774	10.6
DELAWARE (3)								
DISTRICT OF COLUMBIA (3)								
FLORIDA	2,264	166	2,098	55	504	874	666	18.0
GEORGIA	852	468	384	188	160	28	7	2.8
MARYLAND (3)								
NORTH CAROLINA	876	467	408	196	142	45	25	3.9
SOUTH CAROLINA (3)								
VIRGINIA	905	439	466	213	200	43	10	2.9
WEST VIRGINIA (3)								
EAST NORTH CENTRAL	4,856	2,211	2,645	956	1,512	150	26	2.7
ILLINOIS	805	382	424	130	255	36	4	3.2
INDIANA (3)								
MICHIGAN	2,310	986	1,323	475	771	64	13	2.5
OHIO	875	368	508	177	303	22	5	2.5
WISCONSIN (3)								
WEST NORTH CENTRAL	2,203	656	1,547	541	920	73	13	2.6
IOWA (3)								
KANSAS (3)								
MINNESOTA	908	294	614	215	378	19	2	2.4
MISSOURI (3)								
NEBRASKA (3)								
NORTH DAKOTA	667	171	496	178	310	6	3	2.0
SOUTH DAKOTA (3)								
EAST SOUTH CENTRAL	1,150	459	692	368	283	31	10	2.5
ALABAMA (3)								
KENTUCKY (3)								
MISSISSIPPI (3)								
TENNESSEE (3)								
WEST SOUTH CENTRAL	643	131	512	87	291	81	52	7.6
ARKANSAS (3)								
LOUISIANA (3)								
OKLAHOMA (3)								
TEXAS	402	69	333	36	191	59	48	9.4
MOUNTAIN	3,357	762	2,595	464	1,575	402	154	6.1
ARIZONA	614	118	496	20	211	155	110	15.0
COLORADO (3)								
IDAHO (3)								
MONTANA	605	93	513	148	314	38	12	3.3
NEVADA	982	80	902	44	731	118	10	4.5
NEW MEXICO (3)								
UTAH (3)								
WYOMING (3)								
PACIFIC	3,869	896	3,516	688	1,941	588	300	5.8
CALIFORNIA	1,282	245	1,037	53	540	325	119	8.8
OREGON	390	64	326	75	214	29	8	3.5
WASHINGTON	2,198	423	1,775	549	1,111	91	24	2.9
ALASKA (3)								
HAWAII (3)								

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.



Appendix J					
Canadian Visitors to the U.S. by Quarter of Visit					
One or More Nights - 2006					
2006	VISITORS	QUARTER OF VISIT (1+ NIGHTS)			
		Total Canada (000s)	Quarter 1 (000s)	Quarter 2 (000s)	Quarter 3 (000s)
Census Region / State					
TOTAL U.S. (NET) ⁽¹⁾	15,992	3,530	3,888	5,184	3,391
TOTAL U.S. (SUM) ⁽²⁾	21,987	5,245	5,396	6,819	4,527
NEW ENGLAND	2,503	331	491	1,221	461
CONNECTICUT (3)					
MAINE	746	67	141	424	115
MASSACHUSETTS	583	95	125	246	117
NEW HAMPSHIRE	360	24	74	210	52
RHODE ISLAND (3)					
VERMONT	642	116	119	282	125
MID ATLANTIC	3,557	585	956	1,308	708
NEW JERSEY (3)					
NEW YORK	2,596	406	657	1,032	502
PENNSYLVANIA	696	153	207	195	141
SOUTH ATLANTIC	4,420	1,692	1,193	638	898
DELAWARE (3)					
DISTRICT OF COLUMBIA (3)					
FLORIDA	2,098	898	566	233	402
GEORGIA	384	166	102	53	63
MARYLAND (3)					
NORTH CAROLINA	408	141	120	59	88
SOUTH CAROLINA (3)					
VIRGINIA	466	138	129	106	94
WEST VIRGINIA (3)					
EAST NORTH CENTRAL	2,645	470	641	944	590
ILLINOIS	424	87	104	149	83
INDIANA (3)					
MICHIGAN	1,323	215	328	454	326
OHIO	508	102	130	170	106
WISCONSIN (3)					
WEST NORTH CENTRAL	1,547	267	360	632	288
IOWA (3)					
KANSAS (3)					
MINNESOTA	614	114	133	256	111
MISSOURI (3)					
NEBRASKA (3)					
NORTH DAKOTA	496	76	105	214	101
SOUTH DAKOTA (3)					
EAST SOUTH CENTRAL	692	246	205	124	117
ALABAMA (3)					
KENTUCKY (3)					
MISSISSIPPI (3)					
TENNESSEE (3)					
WEST SOUTH CENTRAL	512	140	128	126	119
ARKANSAS (3)					
LOUISIANA (3)					
OKLAHOMA (3)					
TEXAS	333	95	85	75	78
MOUNTAIN	2,595	708	632	670	585
ARIZONA	496	232	109	47	109
COLORADO (3)					
IDAHO (3)					
MONTANA	513	60	122	244	87
NEVADA	902	270	211	161	260
NEW MEXICO (3)					
UTAH (3)					
WYOMING (3)					
PACIFIC	3,516	807	790	1,158	761
CALIFORNIA	1,037	280	241	250	266
OREGON	326	68	58	113	86
WASHINGTON	1,775	315	434	701	325
ALASKA (3)					
HAWAII (3)					

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

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

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

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

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

* Cells containing an asterisk represent visitor volume estimates of fewer than 500.