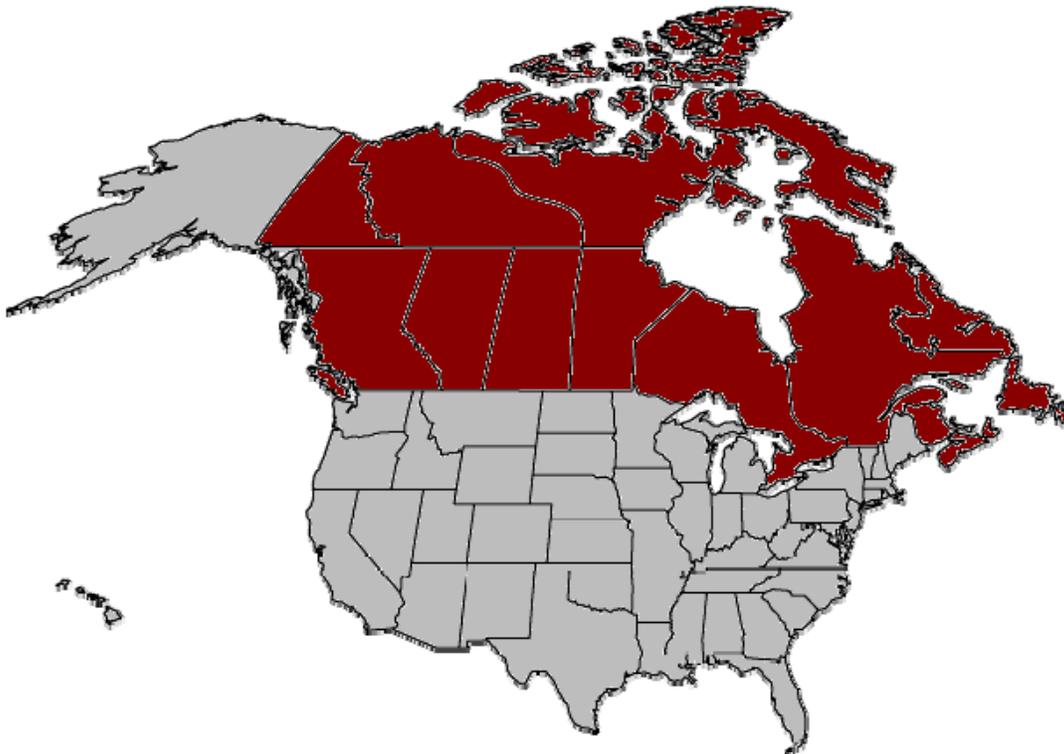




INTERNATIONAL
TRADE
ADMINISTRATION

Canadian Travel to the United States 2007



March 2009



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—2007* is the 28th 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 2007. This travel segment accounted for 42 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 2007 survey sample is drawn from 25,923 voluntary responses to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey.

The 2007 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 64 percent of visitors to Florida travel by air, not that Florida has a 27 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 2007 is 17,759,000 (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 24,279,000 (U.S. sum). Another way to view this is 17,759,000 *net* overnight travelers produced 24,279,000 *gross* overnight traveler-visits.

Please use the 17,759,000 volume estimate when computing volume of travel sub-segments based on proportions.



EXECUTIVE SUMMARY

Background and Overview

Background: *Canadian Travel to the United States—2007* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the United States in 2007. The report is prepared by the Department of Commerce's Office of Travel and Tourism Industries (OTTI) and is based on 25,923 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 2007 Canada was the number one origin country for the United States in terms of visitors (ahead of Mexico) and number one in terms of visitor spending (ahead of Japan and the United Kingdom). Thus, the 11 percent gain in visitors from Canada in 2007 contributed 35 percent to the overall visitor increase of ten percent from all countries combined. The U.S.'s share of Canada outbound travelers in 2007 was 71 percent, a level that has declined over the past several years. In 2007, Canadian outbound to countries other than the United States increased ten percent.

A few key factors may have contributed to the change in visitors. First, the economy (real GDP) leading into 2007 was growing at a rate of 2.8 percent, which continued at 2.7 percent through 2007. Second, the currency exchange rate for converting Canadian dollars to U.S. dollars began improving for Canadians early in 2003 and continued to and throughout 2007 to reach par in Q4. 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 FY2007 (+68%), the time period in which travel marketing for 2007 and impact on 2007 travel would occur (source: Travel Industry Association, *2006-2007 Survey of State and Territory Office Budgets*, July 2007). 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 2007 was 17.76 million, an eleven percent increase from the

2006 level of 15.99 million and a continuation of the turnaround following three consecutive years of visitor declines. However, the 2007 solid performance falls well short of the record 19.1 million visitor level set in 1991. The 17.76 million Canadian visitors to the United States in 2007 generated 24.28 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 130.8 million in 2007, up nine percent from 2006. This performance reflects the 11 percent increase in visitors and a two percent decline in average length of stay (rounded data).

Visitor Spending: Canadians spent US\$10.72 billion¹ while in the United States in 2007, up 19 percent from 2006. This performance reflects the combination of the 11 percent increase in travelers coupled with a nine 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 8.11 million visitors in 2007, or 46 percent of all Canadians visiting the United States. The provinces following Ontario were: Quebec (17%), British Columbia (17%), Alberta (10%), 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 2.97 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, Michigan, and California. Florida accounted for 14 percent of visitors, but 33 percent of visitor-nights. Conversely, the 11 land border states accounted for 60 percent of visitors, 43 percent of visits, but only 23 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 \$16.17 billion, \$12.85 billion is spending in the United States and the remaining \$3.32 billion is passenger fares spent on United States-owned carriers. The \$16.17 B differs from the \$10.72B 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 8.01 million, or 45 percent, of all Canadian visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (19%). Trip purpose distributions have been stable over the past seven 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* (72%), *sightseeing* (43%), *visit friends or relatives* (37%), and *participate in outdoor sports or outdoor activities* (30%), 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, 30 percent of business/convention travelers *go sightseeing*—a relatively high level compared to the 53 percent of leisure visitors who participate in the same activity.

Length of stay: About 58 percent of all Canadian visitors to the United States were on day trips in 2007. However, this report focuses on U.S. trips of one or more nights. Canadian overnight visitors stayed an average 7.37 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 10.6 million, or 60 percent, of all Canadian visitors and 63 percent of all visits. Other modes of transportation of entry into the United States were *airplane* (33%), *bus* (4%), *boat* (1%) and all *other* modes (3%, mostly pedestrian). Business travelers most often traveled by air (72%).

Accommodations: Canadians most often stayed in *hotels or motels* (58%) during their United States visit. Other accommodations types are *homes of friends or relatives* (16%), *camping or trailer park*

(6%), *cottage or cabin* (4%), or *other* miscellaneous types or combinations of accommodations types (25%). 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, 5.8 million, or 32 percent of all Canadians. Visitation in other quarters of the year were: 2nd quarter (23%), 1st quarter (21%), and 4th quarter (23%). The greatest number of visitors arrived in August (12.7%) and July (11.2%). 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 2007 to reach a record \$10.7 billion dollars in the United States in 2007.

Accommodations accounted for the largest share of this amount (35%) followed by *food and beverage* (22%). Lower shares of total spending were made for *shopping, souvenirs, etc.* (18%), *transportation while in the United States* (13%), and *recreation and entertainment* (13%). Spending per visitor increased in 2007 to \$603 per person, an eight percent increase from 2006. Spending per-person per-day increased to \$82, 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 (43%). Half as many contained three or more adults (22%), while fewer still contained an adult traveling alone (14%). Twenty-one percent of all travel parties contained one or more children under age 20 (net). The average party size in 2007 was 2.12 persons.

Age: The age of Canadian travelers is centered around the 45-54 age group (22%). Children are a member of 21 percent of all travel parties, but accounted for only 12 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, 54 percent to 46 percent, respectively.



DETAILED FINDINGS

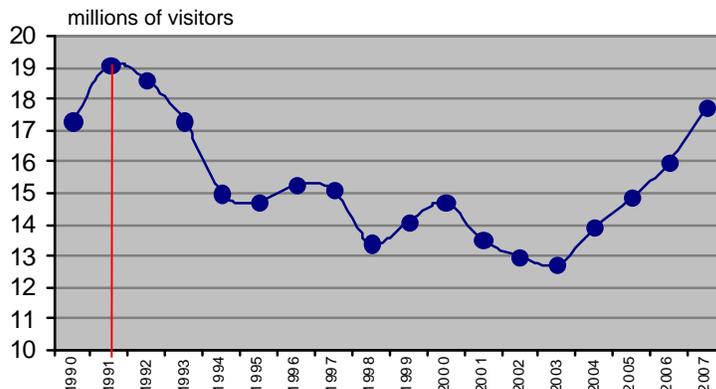
TRAVELER METRICS

Visitors

Canadian visitors staying one or more nights in the United States in 2007 totaled 17.76 million. This level represents an 11 percent increase from the 2006 level (15.99 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 42 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 2007 for ten of 11 Canadian provinces or province groups, but performances differed greatly across provinces. Annual changes ranged from a 63 percent increase for Prince Edward Island to a decline of 13 percent for Yukon/Norwest Territories. Visitation increased from the largest visitor-producing provinces, Ontario (11%) and Quebec (6%).
- Transportation segment performance was consistent in 2007. The dominant auto and air travel modes for entering the United States contributed strongly to the 2007 overall increase, up 14 percent and seven percent, respectively. The much smaller boat, train, bus and miscellaneous "other" segment (mostly pedestrian) had visitor increases.
- **Chart 1** (on this page) shows a general downward trend in visitor volume over the past two decades 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 four 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 2006.

Chart 1: Canadian Traveler Volume to the United States—1990-2007
(all traveler segments—1+ nights)



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

Visits

The 17.76 million Canadian visitors to the United States in 2007 generated 24.28 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 130.8 million in 2007, up nine percent from 2006. This performance reflects a eight percent increase in visitors and a five percent increase 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 2006.



Visitor Spending (summary)

Canadian visitors spent US\$10.72 billion in the United States in 2007, up 19 percent from 2006.²

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

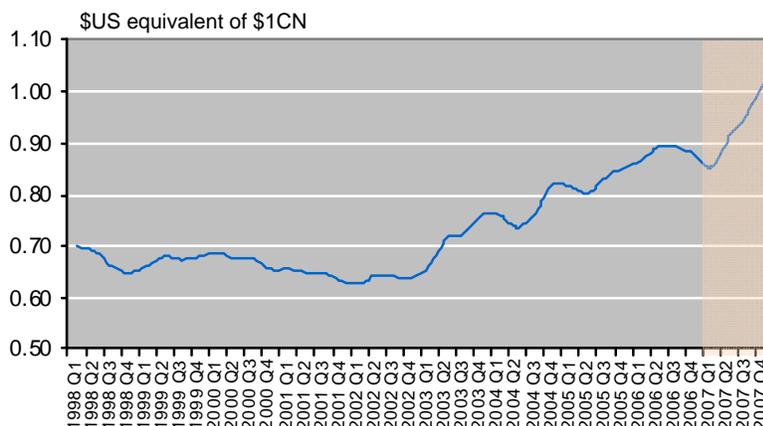
- The 2007 spending performance produced a fifth consecutive annual increase following two years of declines.
- Spending by the *pleasure/recreation/holiday* segment was US\$6.84 billion, or 64 percent, of total spending in 2007. The *business/convention* sector accounted for 20 percent of the total. The remaining segments of *visiting friends/relatives* and all *other* accounted for ten percent and seven percent, respectively. On a per-person basis, business travelers spent the most, with an average spending of US\$851, followed by the leisure segment at US\$677. Those visiting friends and relatives spent the least (US\$308).
- 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 1998 to 2007. Over this time, the value of the Canadian dollar averaged \$0.74 in U.S. dollars, but was well above this level throughout 2007.

² This spending estimate compares to the official country estimate of \$16.17 billion from the United States Department of Commerce, Bureau of Economic Analysis. Of the \$16.17 billion, \$12.85 billion is spending in the United States and the remaining \$3.32 billion is passenger fares spent on United States-owned carriers. The \$16.17 B differs from the \$10.72B 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 1998-2007)



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 8.11 million visitors in 2007, or 46 percent of all Canadians visiting the United States. The provinces following Ontario were Quebec (17%), British Columbia (17%), Alberta (10%), and Manitoba (5%). The other seven provinces or combined provinces accounted for the remaining small share of visitors.

- Ontario accounts for 39 percent of the Canadian population, but generated 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* (55%) and *visiting friends and relatives* (52%) 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 (33%). The border state of New York received 2.97 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 14 percent of visitors, 26 percent of spending, and 33 percent of visitor-nights. Conversely, the 11 states that share a land border with Canada accounted for 60 percent of total overnight visitors, but 23 percent of visitor-nights and 27 percent of overnight spending.

- 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 58 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 60 percent of all visitors, 31 percent of *business/convention* visitors, 79 percent of *pleasure/recreation/holiday* visitors, 61 percent of *visiting friends/relatives* visitors, and 38 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 (76%), New Hampshire (70%), and Montana (67%).
- **Appendix D: Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2006 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

(2007—all travel segments—1+ nights)

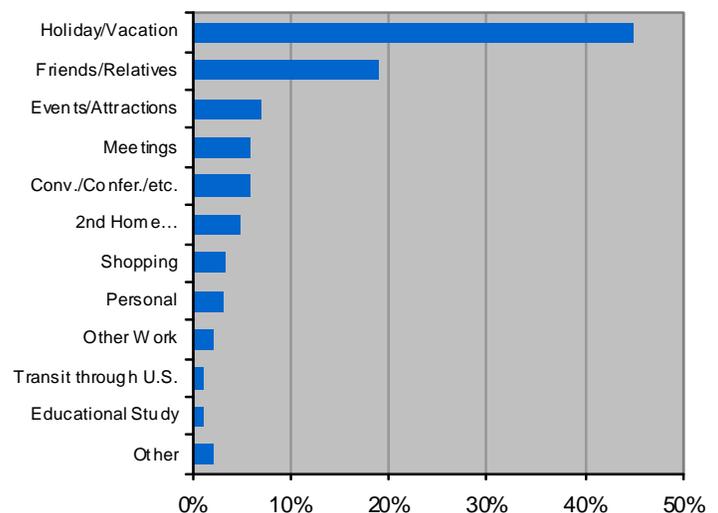
| U.S. Destinations | (sort) Visitors (000s) | Visitor- Nights (000s) | Spending (\$000s) |
|------------------------|------------------------------|------------------------------|----------------------|
| TOTAL U.S. | 17,757 | 130,801 | \$10,717,443 |
| 11 Border states (net) | 10,632 | 29,720 | \$2,884,920 |
| 1 New York | 2,968 | 8,195 | \$918,006 |
| 2 Florida | 2,485 | 42,857 | \$2,812,186 |
| 3 Washington | 1,995 | 5,591 | \$432,143 |
| 4 Michigan | 1,410 | 3,562 | \$304,877 |
| 5 California | 1,148 | 9,764 | \$1,005,765 |
| 6 Nevada | 937 | 4,236 | \$825,351 |
| 7 Maine | 888 | 2,887 | \$261,648 |
| 8 Pennsylvania | 769 | 1,815 | \$144,612 |
| 9 Vermont | 765 | 2,207 | \$159,085 |
| 10 North Dakota | 625 | 1,286 | \$162,795 |

Purpose of Trip

Holiday/Vacation was the dominant reason for Canadian travel to the United States, accounting for 8.01 million visitors, or 45 percent of the Canadian market. Visits to friends or relatives was cited as a distant second-most important trip purpose (19%). All other trip purposes represented a seven 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

(2007—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 (19% of total)

Visiting friends or relatives (100%)

Business/Convention (14% of total)

Convention/conference, trade shows, seminars (40%)

Meetings (44%)

Other work (16%)

Other (21% of total)

Attend events, attractions (30%)

Visit to second home, cottage, condo (24%)

Shopping (16%)

Personal (medical, wedding, etc.) (12%)

Transit to/from other parts of Canada (3%)

Educational study (3%)

Other (10%)

Not stated (1%)

- Main trip purpose has been stable over the past eight years; *Holiday/Vacation* has inched up from 40 percent to 45 percent over the past five years.
- Shopping as a main trip purpose has grown five consecutive years—but only from 1.1 percent to 3.4 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 and Virginia to a low of 31 percent for Texas. *Business-related trips* averaged six percent of visitors and 12% of all visits, but ranged from a high of 43% for Texas to a low of two percent for New Hampshire.

Chart 5: Trip Purpose Differences Across Destinations

(2007—1+ nights—Leisure; business/ travel segments, respectively—among visits)

| % Leisure of Destination Total | | % Business of Destination Total | |
|--------------------------------|------------|---------------------------------|------------|
| TOTAL U.S. Visits | 61% | TOTAL U.S. Visits | 12% |
| 11 Border states (net) | 59% | 11 Border states (net) | 7% |
| 1 Florida | 77% | 1 Texas | 43% |
| Virginia | 77% | 2 Illinois | 33% |
| 3 Nevada | 76% | 3 Ohio | 22% |
| 4 Vermont | 74% | 4 California | 20% |
| 5 North Carolina | 71% | Georgia | 20% |
| 6 New Hampshire | 70% | 6 Nevada | 16% |
| 7 Maine | 68% | 7 Massachusetts | 15% |
| 8 Montana | 67% | 8 Pennsylvania | 14% |
| Arizona | 67% | 9 Arizona | 13% |
| 10 Oregon | 65% | Michigan | 13% |

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* (72%), *sightseeing* (43%), *visit friends or relatives* (37%), and *participate in outdoor sports or outdoor activities* (30%) 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 334%). Conversely, 12 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
(2007—1+ nights)

| Activity ¹ | Bus./ | | Hol./ | | All |
|-----------------------------|-------|------------------------|-------|-------|------|
| | Total | Conv. VFR ² | Vac. | Other | |
| Shopping | 72% | 52% | 69% | 77% | 72% |
| Sightseeing | 43% | 30% | 34% | 53% | 26% |
| VFR ² | 37% | 15% | 95% | 23% | 30% |
| Sports/outdoors | 30% | 12% | 24% | 39% | 18% |
| Bar or night club | 22% | 35% | 15% | 23% | 17% |
| Historic site | 20% | 15% | 16% | 24% | 12% |
| National/state park | 15% | 6% | 12% | 20% | 8% |
| Museum/art gallery | 15% | 12% | 13% | 18% | 9% |
| Cultural events | 12% | 8% | 11% | 15% | 7% |
| Casino | 11% | 6% | 4% | 15% | 7% |
| Theme park | 11% | 5% | 6% | 16% | 3% |
| Zoo/aquarium/etc. | 10% | 5% | 8% | 12% | 5% |
| Golfing | 9% | 4% | 6% | 12% | 3% |
| Festivals/fairs | 8% | 5% | 7% | 10% | 3% |
| Attend sports events | 8% | 5% | 8% | 9% | 5% |
| Boating-kayak/canoe | 6% | 3% | 4% | 7% | 4% |
| Fishing | 2% | 0% | 2% | 2% | 1% |
| Snow skiing/boarding | 2% | 0% | 1% | 2% | 1% |
| Hunting | 0% | 0% | 0% | 0% | 0% |
| No activity stated | 12% | 26% | 7% | 9% | 14% |
| Activities Sum ³ | 334% | 217% | 337% | 379% | 229% |

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 seven years. For example, *shopping* rates have ranged from a low of 64 percent in 2002 to the current high of 72 percent in 2007. *Shopping* rates have increased incrementally, and coincide with the improvement in the currency exchange rate from the Canadian visitor perspective. Casino visitation had been on a slow rise, but has been stable for three years. Conversely, participation in sports / outdoor activities declined from 37 percent in 2000 to its current low of 30 percent in 2007.
- 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, 77 percent of *pleasure/recreation/holiday* travelers went shopping, but participation was relatively high for *visit friends or relatives* (69%) and even business travelers (52%).

- 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 (2.7 – 5.8 activities on average). The average across all 11 border states is 3.0 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.

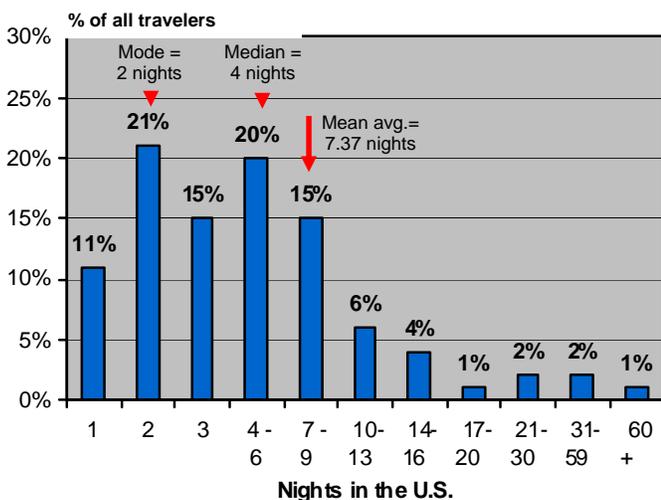
Appendix D:—Data Table G shows a state-by-state comparison of the activity participation rates for each of the 19 activities and the nine regions and 22 states for which the sample size was 400 or more. Although proportions like those reported in **Chart 6** (this page) are not shown in the data tables, 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 2007 (58%). However, this report only focuses on trips to the United States of one or more nights. Canadian overnight visitors stayed an average 7.37 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 7.37 nights. **Chart 7** (next page) shows the length of stay distribution and key summary statistics.



Chart 7: Length of Stay Distribution
(2007—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 7.37 nights in 2000 to a high of 8.00 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 seven 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 2007 visitor volume, every change of one-tenth in average length of stay produces a change of 1.78 million visitor nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 4.42 nights for *business/convention* visitors, to a high of 9.04 nights for *pleasure/recreation/holiday* visitors. Canadians *visiting friends or relatives* stayed an average of 5.97 nights, while those visiting for all *other* miscellaneous reasons stayed 4.58 nights.
- Average length of stay differed considerably depending on state destination. Thus, the 7.37 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 (17.2 nights), Arizona (14.5 nights), Texas (9.8 nights), and California (8.5 nights). These four states have such a strong influence that removing them produces a visitor-weighted average of only 5.10 nights—an average

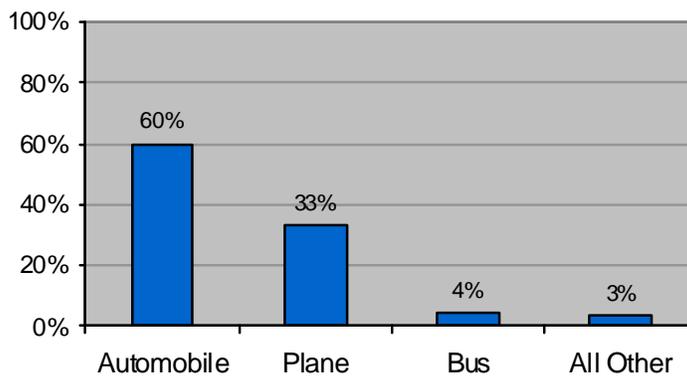
much closer to the median of all states. **Appendix D:—Data Table A** provides a state-by-state comparison of average length of stay for states having a sample size of 400 or more respondents.

Mode of Transportation

Automobile was the dominant mode of transportation of entry to the United States, accounting for 10.6 million visitors, or 60 percent of the entire Canadian market. Other modes of transportation for entry into the country were *airplane* (33%), *bus* (4%), *boat* (1%) and all *other* modes (2%, mostly *pedestrian*).

- Automobile transportation has accounted for the majority of visitors over the past eight years, ranging from a low of 54 percent in 2000 to 60%.
- 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 (72%), while Canadians traveling to the United States for miscellaneous *other* purposes were the least likely to fly (15%).
- 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)
(2007—all travel segments—1+ nights)





Accommodations

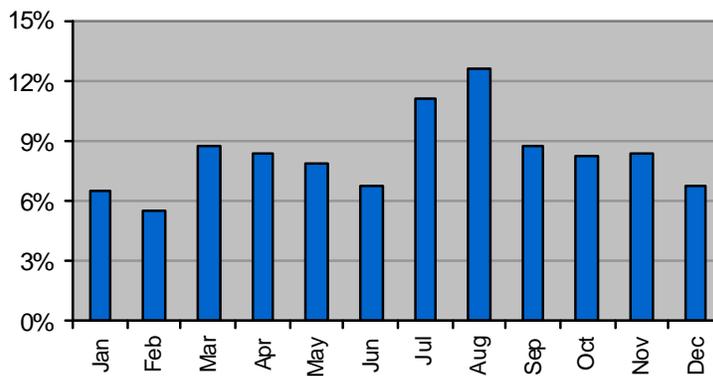
Canadians most often stayed in *hotels or motels* (58%) during their U.S. visit. Other accommodations types were *homes of friends or relatives* (16%), *camping or trailer park* (6%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (21%). Note: Seven percent of visitors did 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, 15 percent of Canadians stayed in more than one type of accommodations during the U.S. trip.

- Hotel/motel has been the dominant accommodations type over the past five years, ranging from 53-58 percent.
- Type of accommodations differs significantly with the trip purpose. Business travelers were the most likely to stay in a hotel or motel (90%) compared to 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 (30%).
- For most states, the greatest number of visitors stayed in hotel and/or motel accommodations. Compared to the national average of 58 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors varied from a low of 38 percent for Florida to a high of 89 percent for Nevada.

Season/Month of Travel

The third quarter (July-September) attracted 5.8 million visitors, or 33 percent of all Canadian travelers. Visitation in other quarters of the year were 2nd quarter (23%), 1st quarter (21%), and 4th quarter (23%). **Chart 9** (this page) shows the greatest number of visitors arrived in August (12.7%) and July (11.2%). All other months produced between six and nine percent of visitors.

Chart 9: Month of Travel
(2007—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
(2007—various travel segments—1+ nights)
row %s sorted in descending order by Q3

| | Q1 | Q2 | Q3 | Q4 |
|-------------------------|-----|-----|------------|-----|
| Total U.S. (net) | 21% | 23% | 33% | 23% |
| Pleasure/Rec./Holiday | 21% | 23% | 36% | 20% |
| Visit Friends/Relatives | 20% | 22% | 31% | 27% |
| Business/Convention | 24% | 27% | 23% | 26% |
| Other | 14% | 22% | 30% | 35% |



Chart 11: Quarter of Travel by Destination
(2007—all travel segments—1+ nights)
sorted in descending order by Q3

| State | Q1 | Q2 | Q3 | Q4 |
|------------------|-----|-----|-----|-----|
| Total U.S. (net) | 21% | 23% | 33% | 23% |
| 11 Border States | 13% | 22% | 42% | 23% |
| New Hampshire | 3% | 21% | 56% | 20% |
| Maine | 7% | 19% | 55% | 19% |
| Montana | 11% | 17% | 53% | 20% |
| Vermont | 16% | 19% | 46% | 19% |
| Massachusetts | 13% | 23% | 45% | 19% |
| New York | 14% | 24% | 40% | 23% |
| Washington | 15% | 22% | 39% | 24% |
| North Dakota | 13% | 20% | 39% | 28% |
| Minnesota | 18% | 20% | 38% | 24% |
| Michigan | 14% | 25% | 36% | 26% |
| Illinois | 17% | 24% | 35% | 24% |
| Oregon | 22% | 20% | 34% | 24% |
| Ohio | 19% | 25% | 34% | 22% |
| Pennsylvania | 21% | 27% | 28% | 24% |
| Virginia | 29% | 25% | 23% | 23% |
| California | 28% | 23% | 23% | 26% |
| Texas | 28% | 30% | 23% | 19% |
| Nevada | 29% | 23% | 17% | 31% |
| North Carolina | 30% | 29% | 15% | 26% |
| Georgia | 43% | 26% | 15% | 16% |
| Florida | 41% | 25% | 14% | 21% |
| Arizona | 46% | 22% | 8% | 24% |

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

Visitor Spending (detailed)

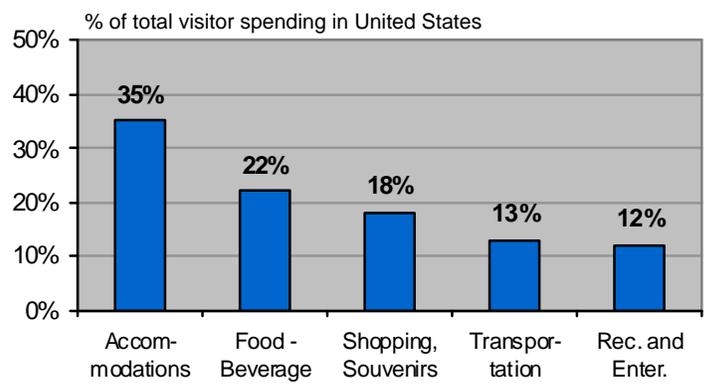
Canadian visitors spent a total of US\$10.7 billion dollars in the United States, a 19 percent increase from 2006. Accommodations accounted for the largest share of this amount (35%), followed by food and beverage (22%). Lower shares of total spending were posted for shopping, souvenirs, etc. (18%), transportation while in the United States (13%), and recreation and entertainment (12%). Note: Some respondents don't provide spending details. Each spending category's share of total is based on the spending reported with detail (76% of the total amount).

- Trip spending by category has shown only very small shifts in the past seven 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 2006 and 2007). Conversely, the proportion spent on *other* goods and services, which includes shopping and souvenirs, has increased from 14 percent in 2000 to its high of 18 percent in 2007.

- 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* (31%) and those traveling for *other* miscellaneous reasons (36%), which includes shopping.
- Details of visitor spending are not available at the individual destination level.

Spending on a travel party basis increased in 2007 to \$1,279, an eight percent increase from the 2006 level of \$1,188. Thus, total visitor spending increased 19 percent due to an 11 percent increase in travel parties, and an eight percent increase in spending per party. Spending per visitor increased seven percent to reach \$603 due to a stable party size. Length of stay decreased slightly in 2007 (decrease from 7.50 nights to 7.37 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 \$75 to \$82 because the proportional increase in party spending was magnified by the proportional decrease in length of stay. Another way to de-construct the total spending increase reflects the increase in both the number of visitors (11%) and average spending per visitor (+8%).

Chart 12: How a Travel Dollar is Spent
(2007—all travel segments—1+ nights)



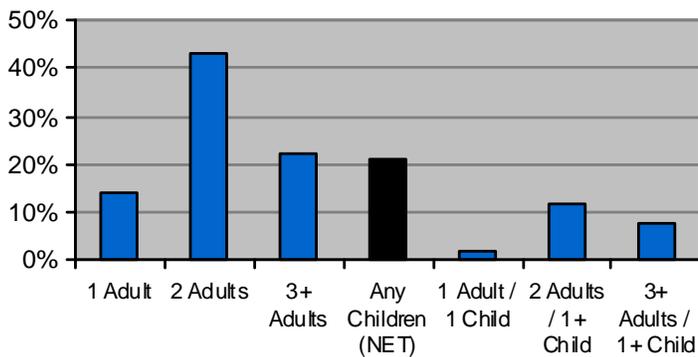


TRAVELER DEMOGRAPHICS

Composition and Size of Travel Party

Canadian travel to the United States is dominated by two-adult travel parties (43%). Half as many contained three or more adults (22%), while fewer still were comprised of one adult traveling alone (14%). Twenty-one percent of all travel parties included one or more children under age 20. The average party size was 2.12 persons in 2007. *Note: Travel party composition distributions and average party size are based on only those travel parties for which the survey respondent provided age details (representing 93% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 13: Composition of Travel Party
(2007—all travel segments—1+ nights)

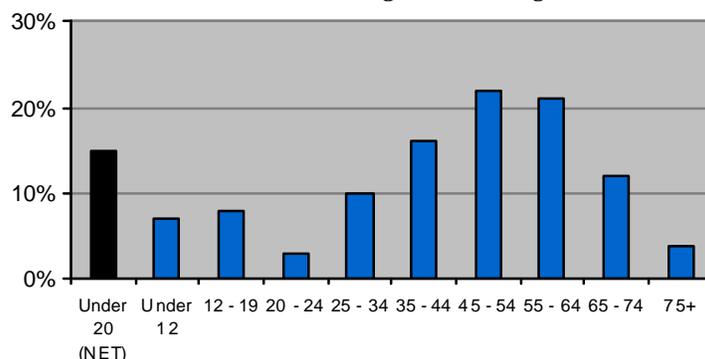


- Travel party composition has been stable over the past seven years. No substantial trends emerge for any composition category. This includes average party size, which has ranged from 2.00 to the current high of 2.12 over the past eight years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. In this case, the very small increase in average party size only contributed to less than one percentage point of the total 11 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 (48%), 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 (22% and 21%). Although children were members of 21 percent of all travel parties, they accounted for only 12 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 93% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 14: Traveler Age
(2007—all travel segments—1+ nights)



- The distribution of traveler age has remained mostly stable over the past eight years. The proportion of travelers age 55 or older has increased from 32% in 2000 to 37% in 2007, 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 (26%) age groups.
- Traveler age differed greatly across the states. For example, the proportion of children travelers (age 0-19) ranged from three percent (Nevada) to 16 percent (Florida).

Gender

Women travelers slightly outnumbered men, 54 percent to 46 percent, respectively. *Note: Gender distributions are based on only those travel parties for which the survey respondent provided gender details (representing 93% 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 54 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 2007 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 2007, 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 2007, 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.

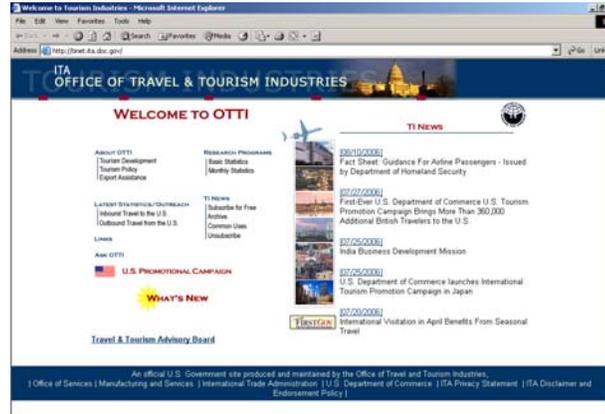
Custom tabulations on the data from which this report is based can be purchased directly from Statistics Canada. Data can be purchased and downloaded directly from the website using a credit card.



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-2007-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: 2007 Data tables



| Data Table A | | | | | | |
|---|---------------------------|----------------------------|---------------------------|----------------------------|--------------------------------|----------------------------|
| Canadian Visitors to the U.S. by Visitors / Visitor-Nights / Average Nights | | | | | | |
| One or More Nights - 2007 | | | | | | |
| 2007 Census Region / State | VISITORS | | VISITOR-NIGHTS | | NIGHTS PER VISIT | |
| | Total Canada (000s) | Percent Change 07/06 | Total Canada (000s) | Percent Change 07/06 | Average Nights Per Visit | Percent Change 07/06 |
| TOTAL U.S. (NET) (1) | 17,759 | 11.0% | 130,801 | 9.0% | 7.4 | -1.8% |
| TOTAL U.S. (SUM) (2) | 24,279 | 10.4% | | | | |
| NEW ENGLAND | 2,896 | 16% | 9,382 | 13% | 3.2 | -3% |
| CONNECTICUT (3) | | | | | | |
| MAINE | 888 | 19% | 2,887 | 17% | 3.3 | -2% |
| MASSACHUSETTS | 604 | 4% | 2,315 | 3% | 3.8 | -1% |
| NEW HAMPSHIRE | 461 | 28% | 1,287 | 23% | 2.8 | -4% |
| RHODE ISLAND (3) | | | | | | |
| VERMONT | 765 | 19% | 2,207 | 20% | 2.9 | 0% |
| MID ATLANTIC | 4,029 | 13% | 11,240 | 13% | 2.8 | 0% |
| NEW JERSEY (3) | | | | | | |
| NEW YORK | 2,968 | 14% | 8,195 | 13% | 2.8 | -1% |
| PENNSYLVANIA | 769 | 10% | 1,815 | 8% | 2.4 | -3% |
| SOUTH ATLANTIC | 4,951 | 12% | 52,395 | 12% | 10.6 | 0% |
| DELAWARE (3) | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | |
| FLORIDA | 2,485 | 18% | 42,857 | 13% | 17.2 | -4% |
| GEORGIA | 412 | 7% | 1,148 | 6% | 2.8 | -1% |
| MARYLAND (3) | | | | | | |
| NORTH CAROLINA | 411 | 1% | 1,608 | 2% | 3.9 | 1% |
| SOUTH CAROLINA (3) | | | | | | |
| VIRGINIA | 513 | 10% | 1,552 | 14% | 3.0 | 3% |
| WEST VIRGINIA (3) | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 5% | 7,892 | 9% | 2.8 | 3% |
| ILLINOIS | 411 | -3% | 1,428 | 5% | 3.5 | 9% |
| INDIANA (3) | | | | | | |
| MICHIGAN | 1,410 | 7% | 3,562 | 6% | 2.5 | 0% |
| OHIO | 592 | 17% | 1,540 | 20% | 2.6 | 3% |
| WISCONSIN (3) | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 10% | 4,493 | 12% | 2.6 | 2% |
| IOWA (3) | | | | | | |
| KANSAS (3) | | | | | | |
| MINNESOTA | 573 | -7% | 1,517 | 3% | 2.6 | 10% |
| MISSOURI (3) | | | | | | |
| NEBRASKA (3) | | | | | | |
| NORTH DAKOTA | 625 | 26% | 1,286 | 27% | 2.1 | 1% |
| SOUTH DAKOTA (3) | | | | | | |
| EAST SOUTH CENTRAL | 755 | 9% | 2,257 | 29% | 3.0 | 19% |
| ALABAMA (3) | | | | | | |
| KENTUCKY (3) | | | | | | |
| MISSISSIPPI (3) | | | | | | |
| TENNESSEE (3) | | | | | | |
| WEST SOUTH CENTRAL | 565 | 10% | 4,509 | 17% | 8.0 | 6% |
| ARKANSAS (3) | | | | | | |
| LOUISIANA (3) | | | | | | |
| OKLAHOMA (3) | | | | | | |
| TEXAS | 385 | 16% | 3,789 | 20% | 9.8 | 4% |
| MOUNTAIN | 2,693 | 4% | 15,442 | -3% | 5.7 | -6% |
| ARIZONA | 456 | -8% | 6,598 | -12% | 14.5 | -4% |
| COLORADO (3) | | | | | | |
| IDAHO (3) | | | | | | |
| MONTANA | 578 | 13% | 1,764 | 6% | 3.1 | -6% |
| NEVADA | 937 | 4% | 4,236 | 4% | 4.5 | 0% |
| NEW MEXICO (3) | | | | | | |
| UTAH (3) | | | | | | |
| WYOMING (3) | | | | | | |
| PACIFIC | 3,906 | 11% | 21,613 | 6% | 5.5 | -4% |
| CALIFORNIA | 1,148 | 11% | 9,764 | 7% | 8.5 | -4% |
| OREGON | 359 | 10% | 1,299 | 15% | 3.6 | 5% |
| WASHINGTON | 1,995 | 12% | 5,591 | 8% | 2.8 | -4% |
| 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 reporting rates for questions.

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



| Data Table B | | | | | | | |
|---|----------|------------------------------|--------------------------|----------------------------|--|----------------------------|---|
| Canadian Visitors to the U.S. by Expenditures | | | | | | | |
| One or More Nights - 2007 | | | | | | | |
| 2007 | VISITORS | VISITOR SPENDING (1+ NIGHTS) | | | | | |
| | | Total Canada (000s) | 1+ Nights (\$US 000s) | Percent Change 07/06 | Spending Per Visitor 1+ Nights (\$US) | Percent Change 07/06 | Average Daily Per Person 1+ Nights (\$US) |
| Census Region / State | | | | | | | |
| TOTAL U.S. (NET) (1) | 17,759 | \$ 10,717,443 | 19.0% | \$ 603 | 7.2% | \$ 82 | 9.2% |
| TOTAL U.S. (SUM) (2) | 24,279 | --- | * | --- | * | --- | * |
| NEW ENGLAND | 2,896 | \$ 860,378 | 19% | \$ 297 | 3% | \$ 92 | 6% |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 888 | \$ 261,648 | 31% | \$ 295 | 10% | \$ 91 | 12% |
| MASSACHUSETTS | 604 | \$ 262,441 | 9% | \$ 435 | 6% | \$ 113 | 6% |
| NEW HAMPSHIRE | 461 | \$ 117,646 | 32% | \$ 255 | 3% | \$ 91 | 7% |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 765 | \$ 159,085 | 22% | \$ 208 | 2% | \$ 72 | 2% |
| MID ATLANTIC | 4,029 | \$ 1,175,180 | 18% | \$ 292 | 4% | \$ 105 | 4% |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 2,968 | \$ 918,006 | 19% | \$ 309 | 4% | \$ 112 | 5% |
| PENNSYLVANIA | 769 | \$ 144,612 | 9% | \$ 188 | -2% | \$ 80 | 1% |
| SOUTH ATLANTIC | 4,951 | \$ 3,595,049 | 15% | \$ 726 | 3% | \$ 69 | 3% |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 2,485 | \$ 2,812,186 | 19% | \$ 1,131 | 0% | \$ 66 | 5% |
| GEORGIA | 412 | \$ 115,369 | 19% | \$ 280 | 11% | \$ 100 | 12% |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 411 | \$ 105,639 | 0% | \$ 257 | -1% | \$ 66 | -1% |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 513 | \$ 112,798 | 19% | \$ 220 | 8% | \$ 73 | 5% |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | \$ 756,896 | 11% | \$ 272 | 5% | \$ 96 | 2% |
| ILLINOIS | 411 | \$ 202,223 | 6% | \$ 493 | 10% | \$ 142 | 1% |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 1,410 | \$ 304,877 | 12% | \$ 216 | 5% | \$ 86 | 5% |
| OHIO | 592 | \$ 142,242 | 24% | \$ 240 | 6% | \$ 92 | 3% |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | \$ 503,777 | 19% | \$ 297 | 9% | \$ 112 | 7% |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 573 | \$ 192,542 | 10% | \$ 336 | 18% | \$ 127 | 7% |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 625 | \$ 162,795 | 51% | \$ 261 | 20% | \$ 127 | 18% |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 755 | \$ 178,900 | 19% | \$ 237 | 9% | \$ 79 | -8% |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 565 | \$ 404,274 | 18% | \$ 716 | 7% | \$ 90 | 1% |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 385 | \$ 325,319 | 30% | \$ 845 | 13% | \$ 86 | 8% |
| MOUNTAIN | 2,693 | \$ 1,781,944 | 1% | \$ 662 | -2% | \$ 115 | 4% |
| ARIZONA | 456 | \$ 474,066 | -13% | \$ 1,041 | -5% | \$ 72 | -2% |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 578 | \$ 182,884 | 44% | \$ 316 | 27% | \$ 104 | 36% |
| NEVADA | 937 | \$ 825,351 | 3% | \$ 881 | -1% | \$ 195 | 0% |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 3,906 | \$ 2,147,296 | 13% | \$ 550 | 1% | \$ 99 | 6% |
| CALIFORNIA | 1,148 | \$ 1,005,765 | 15% | \$ 876 | 4% | \$ 103 | 8% |
| OREGON | 359 | \$ 97,787 | 19% | \$ 272 | 8% | \$ 75 | 3% |
| WASHINGTON | 1,995 | \$ 432,143 | 19% | \$ 217 | 6% | \$ 77 | 10% |
| 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.



Data Table C
Canadian Visitors to the U.S. by Province of Residence
One or More Nights - 2007

| 2007 Census Region / State | VISITORS Total Canada (000s) | PROVINCE OF ORIGIN (1+ NIGHTS) | | | | | | | | | | |
|-------------------------------|---------------------------------------|----------------------------------|--------------------------------------|--------------------------|---------------------------------|------------------|-------------------|-------------------------|-----------------------------|-------------------|-------------------------------|--|
| | | New- found- land (000s) | Prince Edward Island (000s) | Nova Scotia (000s) | New Brun- swick (000s) | Quebec (000s) | Ontario (000s) | Mani- toba (000s) | Saskat- chewan (000s) | Alberta (000s) | British Columbia (000s) | Yukon + North- west Territory (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | 75 | 35 | 330 | 330 | 2,989 | 8,110 | 849 | 348 | 1,699 | 2,976 | 26 |
| TOTAL U.S. (SUM) (2) | 24,279 | 94 | 53 | 537 | 484 | 3,801 | 11,605 | 1,169 | 503 | 2,280 | 3,713 | 41 |
| NEW ENGLAND | 2,896 | 14 | 25 | 269 | 324 | 1,417 | 703 | 10 | 8 | 51 | 67 | 10 |
| CONNECTICUT (3) | | | | | | | | | | | | |
| MAINE | 888 | 5 | 14 | 149 | 223 | 341 | 129 | 2 | 2 | 11 | 13 | * |
| MASSACHUSETTS | 604 | 3 | 4 | 34 | 35 | 272 | 203 | 4 | 0 | 19 | 28 | 3 |
| NEW HAMPSHIRE | 461 | 3 | 4 | 62 | 49 | 219 | 107 | 1 | 2 | 6 | 8 | * |
| RHODE ISLAND (3) | | | | | | | | | | | | |
| VERMONT | 765 | 3 | 1 | 13 | 7 | 536 | 185 | 2 | * | 5 | 10 | 3 |
| MID ATLANTIC | 4,029 | 8 | 7 | 59 | 40 | 854 | 2,834 | 16 | 15 | 98 | 95 | 5 |
| NEW JERSEY (3) | | | | | | | | | | | | |
| NEW YORK | 2,968 | 8 | 3 | 40 | 22 | 672 | 2,072 | 6 | 8 | 67 | 70 | 3 |
| PENNSYLVANIA | 769 | 0 | 1 | 15 | 17 | 94 | 601 | 9 | 5 | 15 | 12 | * |
| SOUTH ATLANTIC | 4,951 | 48 | 14 | 104 | 89 | 1,012 | 3,245 | 85 | 21 | 159 | 173 | 1 |
| DELAWARE (3) | | | | | | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | | | | | | |
| FLORIDA | 2,485 | 44 | 7 | 61 | 48 | 535 | 1,519 | 49 | 12 | 110 | 100 | * |
| GEORGIA | 412 | 3 | 3 | 5 | 4 | 35 | 316 | 6 | 3 | 16 | 21 | 1 |
| MARYLAND (3) | | | | | | | | | | | | |
| NORTH CAROLINA | 411 | * | 1 | 7 | 6 | 63 | 311 | 6 | 1 | 6 | 10 | * |
| SOUTH CAROLINA (3) | | | | | | | | | | | | |
| VIRGINIA | 513 | 1 | 1 | 11 | 14 | 154 | 310 | 9 | 0 | 7 | 5 | 1 |
| WEST VIRGINIA (3) | | | | | | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 4 | 1 | 20 | 9 | 120 | 2,355 | 76 | 33 | 89 | 81 | * |
| ILLINOIS | 411 | 1 | 1 | 6 | 3 | 37 | 285 | 17 | 6 | 29 | 25 | * |
| INDIANA (3) | | | | | | | | | | | | |
| MICHIGAN | 1,410 | 1 | * | 8 | 0 | 32 | 1,307 | 14 | 13 | 23 | 12 | * |
| OHIO | 592 | 0 | 0 | 4 | 3 | 26 | 518 | 8 | 2 | 16 | 15 | * |
| WISCONSIN (3) | | | | | | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 1 | 0 | 4 | 3 | 43 | 494 | 765 | 203 | 116 | 68 | 1 |
| IOWA (3) | | | | | | | | | | | | |
| KANSAS (3) | | | | | | | | | | | | |
| MINNESOTA | 573 | * | * | 2 | 2 | 8 | 281 | 219 | 18 | 30 | 13 | 1 |
| MISSOURI (3) | | | | | | | | | | | | |
| NEBRASKA (3) | | | | | | | | | | | | |
| NORTH DAKOTA | 625 | * | 0 | * | * | 4 | 25 | 419 | 142 | 31 | 5 | * |
| SOUTH DAKOTA (3) | | | | | | | | | | | | |
| EAST SOUTH CENTRAL | 755 | * | 2 | 11 | 7 | 26 | 657 | 15 | 5 | 14 | 18 | * |
| ALABAMA (3) | | | | | | | | | | | | |
| KENTUCKY (3) | | | | | | | | | | | | |
| MISSISSIPPI (3) | | | | | | | | | | | | |
| TENNESSEE (3) | | | | | | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 1 | 0 | 21 | 2 | 44 | 294 | 47 | 12 | 72 | 72 | * |
| ARKANSAS (3) | | | | | | | | | | | | |
| LOUISIANA (3) | | | | | | | | | | | | |
| OKLAHOMA (3) | | | | | | | | | | | | |
| TEXAS | 385 | 1 | 0 | 15 | 2 | 28 | 201 | 33 | 7 | 60 | 38 | * |
| MOUNTAIN | 2,693 | 5 | 1 | 19 | 6 | 151 | 575 | 95 | 153 | 1,041 | 644 | 4 |
| ARIZONA | 456 | * | * | 9 | 3 | 26 | 132 | 20 | 18 | 148 | 101 | * |
| COLORADO (3) | | | | | | | | | | | | |
| IDAHO (3) | | | | | | | | | | | | |
| MONTANA | 578 | 1 | * | 1 | * | 6 | 50 | 15 | 51 | 394 | 62 | * |
| NEVADA | 937 | 5 | 1 | 4 | 1 | 98 | 237 | 32 | 31 | 239 | 287 | 2 |
| NEW MEXICO (3) | | | | | | | | | | | | |
| UTAH (3) | | | | | | | | | | | | |
| WYOMING (3) | | | | | | | | | | | | |
| PACIFIC | 3,906 | * | * | 32 | 4 | 134 | 449 | 61 | 55 | 639 | 2,496 | 20 |
| CALIFORNIA | 1,148 | 10 | 3 | 7 | 3 | 93 | 268 | 27 | 25 | 274 | 434 | 5 |
| OREGON | 359 | * | * | 2 | * | 2 | 26 | 5 | 3 | 61 | 258 | 1 |
| WASHINGTON | 1,995 | 1 | * | 9 | * | 24 | 85 | 19 | 12 | 176 | 1,667 | 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.



| Data Table D | | | | | |
|---|---------------------|------------------------------------|--------------|------------|--------------------|
| Canadian Visitors to the U.S. by Mode of Transportation | | | | | |
| One or More Nights - 2007 | | | | | |
| 2007 | 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) | 17,759 | 10,608 | 5,883 | 674 | 595 |
| TOTAL U.S. (SUM) (2) | 24,279 | 15,676 | 6,847 | 864 | 892 |
| NEW ENGLAND | 2,896 | 2,292 | 268 | 161 | 176 |
| CONNECTICUT (3) | | | | | |
| MAINE | 888 | 777 | 37 | 21 | 54 |
| MASSACHUSETTS | 604 | 361 | 142 | 94 | 7 |
| NEW HAMPSHIRE | 461 | 355 | 17 | 22 | 68 |
| RHODE ISLAND (3) | | | | | |
| VERMONT | 765 | 674 | 24 | 23 | 44 |
| MID ATLANTIC | 4,029 | 2,977 | 674 | 207 | 172 |
| NEW JERSEY (3) | | | | | |
| NEW YORK | 2,968 | 2,196 | 467 | 159 | 146 |
| PENNSYLVANIA | 769 | 615 | 106 | 24 | 25 |
| SOUTH ATLANTIC | 4,951 | 2,777 | 2,084 | 41 | 49 |
| DELAWARE (3) | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | |
| FLORIDA | 2,485 | 865 | 1,596 | 18 | 6 |
| GEORGIA | 412 | 274 | 131 | * | 7 |
| MARYLAND (3) | | | | | |
| NORTH CAROLINA | 411 | 321 | 82 | 1 | 7 |
| SOUTH CAROLINA (3) | | | | | |
| VIRGINIA | 513 | 426 | 66 | 12 | 9 |
| WEST VIRGINIA (3) | | | | | |
| EAST NORTH CENTRAL | 2,786 | 2,053 | 402 | 169 | 162 |
| ILLINOIS | 411 | 187 | 180 | 33 | 10 |
| INDIANA (3) | | | | | |
| MICHIGAN | 1,410 | 1,138 | 55 | 114 | 103 |
| OHIO | 592 | 473 | 85 | 10 | 24 |
| WISCONSIN (3) | | | | | |
| WEST NORTH CENTRAL | 1,698 | 1,341 | 208 | 84 | 65 |
| IOWA (3) | | | | | |
| KANSAS (3) | | | | | |
| MINNESOTA | 573 | 438 | 86 | 40 | 9 |
| MISSOURI (3) | | | | | |
| NEBRASKA (3) | | | | | |
| NORTH DAKOTA | 625 | 595 | 5 | 14 | 12 |
| SOUTH DAKOTA (3) | | | | | |
| EAST SOUTH CENTRAL | 755 | 558 | 146 | 18 | 33 |
| ALABAMA (3) | | | | | |
| KENTUCKY (3) | | | | | |
| MISSISSIPPI (3) | | | | | |
| TENNESSEE (3) | | | | | |
| WEST SOUTH CENTRAL | 565 | 175 | 376 | 1 | 14 |
| ARKANSAS (3) | | | | | |
| LOUISIANA (3) | | | | | |
| OKLAHOMA (3) | | | | | |
| TEXAS | 385 | 99 | 278 | 1 | 7 |
| MOUNTAIN | 2,693 | 1,303 | 1,226 | 95 | 69 |
| ARIZONA | 456 | 130 | 321 | 2 | 4 |
| COLORADO (3) | | | | | |
| IDAHO (3) | | | | | |
| MONTANA | 578 | 520 | 20 | 16 | 22 |
| NEVADA | 937 | 198 | 671 | 59 | 9 |
| NEW MEXICO (3) | | | | | |
| UTAH (3) | | | | | |
| WYOMING (3) | | | | | |
| PACIFIC | 3,906 | 2,201 | 1,465 | 88 | 152 |
| CALIFORNIA | 1,148 | 204 | 933 | 6 | 6 |
| OREGON | 359 | 251 | 52 | 49 | 8 |
| WASHINGTON | 1,995 | 1,712 | 144 | 24 | 115 |
| 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.



| 2007 | 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) | 17,759 | 1,024 | 655 | 7,988 | 2,715 | 4,202 | 1,175 |
| TOTAL U.S. (SUM) (2) | 24,279 | 1,676 | 723 | 12,677 | 3,520 | 3,150 | 2,533 |
| NEW ENGLAND | 2,896 | 258 | 171 | 1,489 | 355 | 356 | 268 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 888 | 103 | 60 | 519 | 55 | 69 | 82 |
| MASSACHUSETTS | 604 | 18 | 11 | 325 | 114 | 94 | 43 |
| NEW HAMPSHIRE | 461 | 38 | 6 | 240 | 41 | 81 | 55 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 765 | 98 | 95 | 310 | 97 | 88 | 78 |
| MID ATLANTIC | 4,029 | 310 | 123 | 2,032 | 725 | 435 | 405 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 2,968 | 266 | 121 | 1,424 | 521 | 340 | 296 |
| PENNSYLVANIA | 769 | 38 | 2 | 464 | 126 | 47 | 91 |
| SOUTH ATLANTIC | 4,951 | 151 | 39 | 2,331 | 708 | 1,048 | 674 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 2,485 | 63 | 27 | 878 | 496 | 848 | 174 |
| GEORGIA | 412 | 20 | * | 289 | 40 | 16 | 46 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 411 | 12 | 7 | 235 | 46 | 32 | 79 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 513 | 24 | 1 | 208 | 32 | 44 | 204 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 150 | 33 | 1,499 | 604 | 215 | 286 |
| ILLINOIS | 411 | 9 | 2 | 269 | 83 | 25 | 23 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 1,410 | 75 | 28 | 701 | 379 | 93 | 136 |
| OHIO | 592 | 33 | 3 | 308 | 93 | 52 | 103 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 107 | 15 | 1,108 | 142 | 116 | 211 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 573 | 34 | 8 | 369 | 49 | 45 | 67 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 625 | 37 | 6 | 471 | 24 | 17 | 70 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 755 | 33 | 6 | 481 | 58 | 34 | 144 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 40 | 1 | 328 | 67 | 93 | 35 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 385 | 22 | 1 | 223 | 54 | 64 | 22 |
| MOUNTAIN | 2,693 | 210 | 51 | 1,680 | 224 | 321 | 208 |
| ARIZONA | 456 | 39 | 9 | 177 | 78 | 124 | 28 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 578 | 67 | 35 | 322 | 37 | 71 | 46 |
| NEVADA | 937 | 24 | 2 | 780 | 27 | 48 | 56 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 3,906 | 417 | 286 | 1,265 | 638 | 532.7 | 303 |
| CALIFORNIA | 1,148 | 34 | 11 | 658 | 203 | 198 | 45 |
| OREGON | 359 | 26 | 0 | 132 | 27 | 79 | 94 |
| WASHINGTON | 1,995 | 343 | 255 | 750 | 382 | 125 | 141 |
| 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.



| 2007 Census Region / State | PURPOSE OF TRIP (1+ NIGHTS) | | | | |
|-------------------------------|---------------------------------------|-----------------------------------|--|--------------------------------|-----------------|
| | VISITORS Total Canada (000s) | Business/ Convention (000s) | Visit Friends or Relatives (000s) | Holiday/ Vacation (000s) | Other (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | 996 | 3,430 | 8,009 | 5,325 |
| TOTAL U.S. (SUM) (2) | 24,279 | 2,917 | 4,424 | 14,787 | 2,152 |
| NEW ENGLAND | 2,896 | 183 | 563 | 1,854 | 296 |
| CONNECTICUT (3) | | | | | |
| MAINE | 888 | 25 | 130 | 601 | 132 |
| MASSACHUSETTS | 604 | 89 | 162 | 309 | 44 |
| NEW HAMPSHIRE | 461 | 11 | 69 | 323 | 58 |
| RHODE ISLAND (3) | | | | | |
| VERMONT | 765 | 19 | 138 | 565 | 43 |
| MID ATLANTIC | 4,029 | 428 | 896 | 2,185 | 520 |
| NEW JERSEY (3) | | | | | |
| NEW YORK | 2,968 | 263 | 616 | 1,641 | 450 |
| PENNSYLVANIA | 769 | 109 | 184 | 426 | 50 |
| SOUTH ATLANTIC | 4,951 | 509 | 559 | 3,708 | 174 |
| DELAWARE (3) | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | |
| FLORIDA | 2,485 | 239 | 285 | 1,906 | 56 |
| GEORGIA | 412 | 81 | 58 | 259 | 15 |
| MARYLAND (3) | | | | | |
| NORTH CAROLINA | 411 | 46 | 56 | 291 | 19 |
| SOUTH CAROLINA (3) | | | | | |
| VIRGINIA | 513 | 39 | 61 | 394 | 18 |
| WEST VIRGINIA (3) | | | | | |
| EAST NORTH CENTRAL | 2,786 | 521 | 781 | 1,134 | 351 |
| ILLINOIS | 411 | 136 | 98 | 143 | 34 |
| INDIANA (3) | | | | | |
| MICHIGAN | 1,410 | 177 | 430 | 597 | 206 |
| OHIO | 592 | 129 | 146 | 257 | 60 |
| WISCONSIN (3) | | | | | |
| WEST NORTH CENTRAL | 1,698 | 187 | 270 | 968 | 273 |
| IOWA (3) | | | | | |
| KANSAS (3) | | | | | |
| MINNESOTA | 573 | 71 | 92 | 325 | 84 |
| MISSOURI (3) | | | | | |
| NEBRASKA (3) | | | | | |
| NORTH DAKOTA | 625 | 23 | 62 | 386 | 154 |
| SOUTH DAKOTA (3) | | | | | |
| EAST SOUTH CENTRAL | 755 | 115 | 98 | 509 | 33 |
| ALABAMA (3) | | | | | |
| KENTUCKY (3) | | | | | |
| MISSISSIPPI (3) | | | | | |
| TENNESSEE (3) | | | | | |
| WEST SOUTH CENTRAL | 565 | 217 | 130 | 185 | 33 |
| ARKANSAS (3) | | | | | |
| LOUISIANA (3) | | | | | |
| OKLAHOMA (3) | | | | | |
| TEXAS | 385 | 164 | 83 | 119 | 19 |
| MOUNTAIN | 2,693 | 335 | 336 | 1,854 | 169 |
| ARIZONA | 456 | 57 | 78 | 306 | 14 |
| COLORADO (3) | | | | | |
| IDAHO (3) | | | | | |
| MONTANA | 578 | 32 | 76 | 387 | 83 |
| NEVADA | 937 | 146 | 55 | 708 | 29 |
| NEW MEXICO (3) | | | | | |
| UTAH (3) | | | | | |
| WYOMING (3) | | | | | |
| PACIFIC | 3,906 | 424 | 791 | 2,389 | 303 |
| CALIFORNIA | 1,148 | 232 | 253 | 615 | 49 |
| OREGON | 359 | 29 | 75 | 234 | 21 |
| WASHINGTON | 1,995 | 143 | 440 | 1,195 | 217 |
| 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.



| Data Table G1 | | | | | | | |
|---|---------------------|-----------------------------------|-----------------|---------------------------------|--|-------------------------------|----------------------------------|
| Canadian Visitors to the U.S. by Activity | | | | | | | |
| One or More Nights - 2007 | | | | | | | |
| 2007 | 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 an Historic Site (000s) | Go to a Bar or Night Club (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | 12,729 | 7,723 | 6,538 | 5,368 | 3,587 | 3,979 |
| TOTAL U.S. (SUM) (2) | 24,279 | 18,166 | 12,246 | 9,915 | 8,522 | 6,254 | 5,630 |
| NEW ENGLAND | 2,896 | 1,999 | 1,297 | 930 | 952 | 669 | 398 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 888 | 676 | 384 | 211 | 254 | 144 | 102 |
| MASSACHUSETTS | 604 | 438 | 353 | 260 | 137 | 262 | 132 |
| NEW HAMPSHIRE | 461 | 335 | 223 | 109 | 156 | 102 | 44 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 765 | 434 | 237 | 231 | 361 | 104 | 82 |
| MID ATLANTIC | 4,029 | 2,764 | 1,866 | 1,629 | 1,240 | 1,029 | 842 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 2,968 | 1,979 | 1,288 | 1,085 | 842 | 696 | 635 |
| PENNSYLVANIA | 769 | 576 | 421 | 377 | 327 | 244 | 135 |
| SOUTH ATLANTIC | 4,951 | 4,173 | 2,737 | 2,317 | 2,764 | 1,095 | 1,322 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 2,485 | 2,104 | 1,284 | 1,198 | 1,257 | 368 | 627 |
| GEORGIA | 412 | 344 | 247 | 237 | 226 | 104 | 116 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 411 | 346 | 252 | 211 | 263 | 114 | 105 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 513 | 422 | 310 | 247 | 291 | 171 | 117 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 1,789 | 1,057 | 1,339 | 616 | 512 | 567 |
| ILLINOIS | 411 | 274 | 236 | 201 | 67 | 130 | 134 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 1,410 | 873 | 421 | 673 | 282 | 182 | 219 |
| OHIO | 592 | 391 | 222 | 277 | 184 | 93 | 135 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 1,366 | 693 | 550 | 315 | 392 | 351 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 573 | 438 | 182 | 169 | 107 | 78 | 103 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 625 | 543 | 178 | 125 | 87 | 88 | 112 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 755 | 607 | 483 | 372 | 372 | 253 | 191 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 402 | 329 | 280 | 174 | 234 | 204 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 385 | 270 | 199 | 187 | 109 | 140 | 140 |
| MOUNTAIN | 2,693 | 2,145 | 1,745 | 944 | 874 | 970 | 959 |
| ARIZONA | 456 | 378 | 326 | 243 | 248 | 223 | 135 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 578 | 463 | 295 | 191 | 184 | 196 | 153 |
| NEVADA | 937 | 774 | 660 | 209 | 159 | 216 | 493 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 3,906 | 2,922 | 2,039 | 1,553 | 1,215 | 1,100 | 797 |
| CALIFORNIA | 1,148 | 937 | 752 | 546 | 362 | 381 | 300 |
| OREGON | 359 | 256 | 243 | 160 | 104 | 133 | 67 |
| WASHINGTON | 1,995 | 1,364 | 887 | 750 | 502 | 309 | 267 |
| ALASKA (3) | | | | | | | |
| HAWAII (3) | | | | | | | |

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

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

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

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

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.



| Data Table G2 | | | | | | | |
|---|--------------------------------------|--------------------------------------|---------------------------|-------------------------------|-----------------------|--|----------------|
| Canadian Visitors to the U.S. by Activity | | | | | | | |
| One or More Nights - 2007 | | | | | | | |
| 2007 | 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) | 2,719 | 2,667 | 2,036 | 2,208 | 1,894 | 1,744 | 1,535 |
| TOTAL U.S. (SUM) (2) | 4,640 | 4,541 | 3,348 | 3,373 | 2,796 | 2,867 | 2,670 |
| NEW ENGLAND | 571 | 487 | 230 | 211 | 56 | 187 | 105 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 142 | 89 | 113 | 25 | 20 | 25 | 24 |
| MASSACHUSETTS | 127 | 203 | 33 | 88 | 13 | 102 | 14 |
| NEW HAMPSHIRE | 124 | 67 | 41 | 33 | 10 | 21 | 19 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 134 | 84 | 25 | 45 | 3 | 21 | 39 |
| MID ATLANTIC | 605 | 715 | 336 | 542 | 112 | 285 | 229 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 426 | 493 | 182 | 392 | 45 | 184 | 103 |
| PENNSYLVANIA | 133 | 163 | 116 | 106 | 39 | 81 | 122 |
| SOUTH ATLANTIC | 773 | 801 | 1,525 | 650 | 259 | 823 | 1,159 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 340 | 309 | 964 | 310 | 170 | 430 | 499 |
| GEORGIA | 61 | 65 | 102 | 63 | 10 | 89 | 85 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 84 | 62 | 92 | 46 | 14 | 61 | 111 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 106 | 116 | 108 | 54 | 31 | 78 | 143 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 270 | 413 | 213 | 340 | 217 | 219 | 165 |
| ILLINOIS | 58 | 123 | 39 | 73 | 28 | 66 | 14 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 92 | 119 | 72 | 126 | 153 | 76 | 84 |
| OHIO | 60 | 96 | 69 | 92 | 19 | 42 | 39 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 296 | 290 | 143 | 203 | 302 | 184 | 93 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 62 | 68 | 58 | 49 | 137 | 46 | 19 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 71 | 58 | 40 | 48 | 85 | 41 | 25 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 140 | 173 | 185 | 132 | 38 | 100 | 99 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 109 | 136 | 76 | 95 | 59 | 88 | 63 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 68 | 87 | 46 | 65 | 24 | 59 | 42 |
| MOUNTAIN | 875 | 727 | 223 | 636 | 1,228 | 342 | 422 |
| ARIZONA | 209 | 166 | 37 | 82 | 129 | 84 | 162 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 186 | 128 | 34 | 47 | 133 | 33 | 75 |
| NEVADA | 182 | 193 | 98 | 388 | 780 | 137 | 86 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 1,001 | 800 | 417 | 566 | 526 | 639 | 337 |
| CALIFORNIA | 317 | 300 | 301 | 193 | 188 | 313 | 139 |
| OREGON | 113 | 97 | 21 | 42 | 96 | 62 | 33 |
| WASHINGTON | 296 | 239 | 62 | 168 | 211 | 105 | 123 |
| 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.



| Data Table G3 | | | | | | | |
|---|----------------------------------|----------------------------|---|----------------|---|----------------|---------------------------|
| Canadian Visitors to the U.S. by Activity | | | | | | | |
| One or More Nights - 2007 | | | | | | | |
| 2007 | 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) | 1,408 | 1,427 | 1,042 | 320 | 285 | 30 | 2,058 |
| TOTAL U.S. (SUM) (2) | 2,288 | 2,199 | 1,513 | 525 | 315 | 63 | 3,070 |
| NEW ENGLAND | 221 | 186 | 201 | 47 | 110 | 7 | 288 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 55 | 47 | 46 | 12 | 14 | 4 | 96 |
| MASSACHUSETTS | 46 | 58 | 37 | 9 | 1 | 1 | 43 |
| NEW HAMPSHIRE | 41 | 37 | 11 | 7 | 6 | 2 | 50 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 66 | 32 | 90 | 18 | 87 | 1 | 83 |
| MID ATLANTIC | 338 | 279 | 237 | 74 | 113 | 9 | 637 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 221 | 193 | 179 | 44 | 109 | 8 | 426 |
| PENNSYLVANIA | 104 | 73 | 50 | 21 | 4 | 2 | 163 |
| SOUTH ATLANTIC | 517 | 521 | 455 | 188 | * | 28 | 838 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 245 | 251 | 284 | 108 | * | 10 | 271 |
| GEORGIA | 67 | 58 | 35 | 19 | * | * | 95 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 37 | 42 | 33 | 14 | * | 2 | 115 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 64 | 51 | 37 | 27 | * | 2 | 80 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 266 | 276 | 95 | 40 | 5 | 5 | 444 |
| ILLINOIS | 61 | 60 | 16 | 2 | * | * | 62 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 91 | 134 | 45 | 17 | 4 | 3 | 189 |
| OHIO | 76 | 49 | 26 | 17 | 1 | 2 | 124 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 133 | 190 | 35 | 28 | 25 | 4 | 97 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 30 | 71 | 14 | 12 | 22 | 2 | 37 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 39 | 54 | 9 | 5 | 0 | 1 | 23 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 110 | 93 | 52 | 38 | * | 2 | 191 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 55 | 65 | 19 | 4 | 2 | 1 | 78 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 31 | 43 | 10 | 3 | 2 | 0 | 53 |
| MOUNTAIN | 244 | 279 | 112 | 36 | 40 | 2 | 130 |
| ARIZONA | 57 | 90 | 15 | 3 | * | 0 | 19 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 49 | 34 | 45 | 8 | 9 | 1 | 26 |
| NEVADA | 48 | 66 | 16 | 2 | 3 | * | 30 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 403 | 310 | 306 | 70 | 21 | 5 | 366 |
| CALIFORNIA | 144 | 112 | 61 | 9 | 7 | 1 | 71 |
| OREGON | 35 | 22 | 22 | 4 | 3 | 1 | 29 |
| WASHINGTON | 175 | 149 | 111 | 29 | 11 | 3 | 260 |
| 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.



| Data Table H1 | | | | | | | | |
|---|---------------|--|-----------------------|-------------------|--------------------------------|--------------------|--------------------|-----------------------|
| Canadian Visitors to the U.S. by Age Groups | | | | | | | | |
| One or More Nights - 2007 | | | | | | | | |
| 2007 | 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) | 17,759 | 1,084 | 854 | 1,939 | 2,251 | 6,159 | 6,140 | 1,270 |
| TOTAL U.S. (SUM) (2) | 24,279 | 1,426 | 1,138 | 2,564 | 2,725 | 7,910 | 9,424 | 1,657 |
| NEW ENGLAND | 2,896 | 197 | 162 | 359 | 332 | 954 | 1,064 | 187 |
| CONNECTICUT (3) | | | | | | | | |
| MAINE | 888 | 68 | 52 | 120 | 91 | 283 | 345 | 49 |
| MASSACHUSETTS | 604 | 32 | 33 | 65 | 98 | 179 | 194 | 68 |
| NEW HAMPSHIRE | 461 | 28 | 21 | 49 | 49 | 169 | 164 | 30 |
| RHODE ISLAND (3) | | | | | | | | |
| VERMONT | 765 | 58 | 44 | 102 | 73 | 263 | 290 | 36 |
| MID ATLANTIC | 4,029 | 264 | 217 | 481 | 546 | 1,458 | 1,246 | 298 |
| NEW JERSEY (3) | | | | | | | | |
| NEW YORK | 2,968 | 194 | 161 | 355 | 416 | 1,126 | 849 | 222 |
| PENNSYLVANIA | 769 | 46 | 41 | 87 | 81 | 238 | 314 | 50 |
| SOUTH ATLANTIC | 4,951 | 364 | 254 | 618 | 444 | 1,449 | 2,063 | 378 |
| DELAWARE (3) | | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | | |
| FLORIDA | 2,485 | 231 | 146 | 378 | 251 | 761 | 925 | 171 |
| GEORGIA | 412 | 23 | 11 | 33 | 37 | 101 | 208 | 32 |
| MARYLAND (3) | | | | | | | | |
| NORTH CAROLINA | 411 | 14 | 27 | 40 | 33 | 111 | 206 | 22 |
| SOUTH CAROLINA (3) | | | | | | | | |
| VIRGINIA | 513 | 41 | 26 | 67 | 35 | 136 | 249 | 26 |
| WEST VIRGINIA (3) | | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 131 | 108 | 240 | 334 | 999 | 1,025 | 189 |
| ILLINOIS | 411 | 12 | 17 | 29 | 59 | 162 | 130 | 30 |
| INDIANA (3) | | | | | | | | |
| MICHIGAN | 1,410 | 72 | 57 | 130 | 147 | 491 | 534 | 109 |
| OHIO | 592 | 27 | 22 | 48 | 87 | 213 | 206 | 38 |
| WISCONSIN (3) | | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 106 | 96 | 201 | 183 | 516 | 718 | 80 |
| IOWA (3) | | | | | | | | |
| KANSAS (3) | | | | | | | | |
| MINNESOTA | 573 | 33 | 42 | 75 | 71 | 175 | 220 | 31 |
| MISSOURI (3) | | | | | | | | |
| NEBRASKA (3) | | | | | | | | |
| NORTH DAKOTA | 625 | 53 | 34 | 88 | 72 | 199 | 239 | 27 |
| SOUTH DAKOTA (3) | | | | | | | | |
| EAST SOUTH CENTRAL | 755 | 45 | 37 | 82 | 61 | 210 | 352 | 50 |
| ALABAMA (3) | | | | | | | | |
| KENTUCKY (3) | | | | | | | | |
| MISSISSIPPI (3) | | | | | | | | |
| TENNESSEE (3) | | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 15 | 13 | 28 | 70 | 226 | 210 | 31 |
| ARKANSAS (3) | | | | | | | | |
| LOUISIANA (3) | | | | | | | | |
| OKLAHOMA (3) | | | | | | | | |
| TEXAS | 385 | 12 | 9 | 21 | 49 | 158 | 136 | 21 |
| MOUNTAIN | 2,693 | 87 | 75 | 162 | 287 | 893 | 1,177 | 175 |
| ARIZONA | 456 | 7 | 8 | 15 | 32 | 139 | 236 | 33 |
| COLORADO (3) | | | | | | | | |
| IDAHO (3) | | | | | | | | |
| MONTANA | 578 | 44 | 29 | 72 | 60 | 180 | 237 | 28 |
| NEVADA | 937 | 7 | 19 | 26 | 141 | 355 | 346 | 69 |
| NEW MEXICO (3) | | | | | | | | |
| UTAH (3) | | | | | | | | |
| WYOMING (3) | | | | | | | | |
| PACIFIC | 3,906 | 217 | 178 | 395 | 468 | 1,205 | 1,569 | 269 |
| CALIFORNIA | 1,148 | 69 | 50 | 119 | 171 | 410 | 377 | 72 |
| OREGON | 359 | 12 | 13 | 26 | 39 | 87 | 181 | 27 |
| WASHINGTON | 1,995 | 120 | 95 | 215 | 216 | 604 | 822 | 139 |
| 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.



| 2007 | VISITORS | AGE OF MALES IN TRAVEL PARTY (1+ NIGHTS) | | | | | Age/Sex Not Stated (000s) |
|-----------------------------|---------------------------|--|-----------------------|--------------------|--------------------|-----------------------|------------------------------------|
| | | Total Males (000s) | Under 20 (000s) | 20 to 34 (000s) | 35 to 54 (000s) | 55 or Older (000s) | |
| Census Region / State | Total Canada (000s) | Total Males (000s) | Under 20 (000s) | 20 to 34 (000s) | 35 to 54 (000s) | 55 or Older (000s) | Age/Sex Not Stated (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | | | | | | 1,270 |
| TOTAL U.S. (SUM) (2) | 24,279 | 10,619 | 1,186 | 1,162 | 3,685 | 4,585 | 1,657 |
| NEW ENGLAND | 2,896 | 1,242 | 175 | 151 | 424 | 491 | 187 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 888 | 377 | 60 | 36 | 116 | 166 | 49 |
| MASSACHUSETTS | 604 | 245 | 30 | 48 | 79 | 88 | 68 |
| NEW HAMPSHIRE | 461 | 205 | 25 | 25 | 76 | 79 | 30 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 765 | 332 | 49 | 33 | 122 | 128 | 36 |
| MID ATLANTIC | 4,029 | 1,699 | 225 | 209 | 659 | 606 | 298 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 2,968 | 1,246 | 172 | 157 | 506 | 411 | 222 |
| PENNSYLVANIA | 769 | 334 | 36 | 33 | 107 | 157 | 50 |
| SOUTH ATLANTIC | 4,951 | 2,198 | 273 | 201 | 683 | 1,041 | 378 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 2,485 | 1,069 | 165 | 110 | 340 | 454 | 171 |
| GEORGIA | 412 | 186 | 16 | 18 | 49 | 103 | 32 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 411 | 193 | 11 | 12 | 55 | 116 | 22 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 513 | 252 | 36 | 19 | 66 | 131 | 26 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 1,298 | 127 | 152 | 516 | 503 | 189 |
| ILLINOIS | 411 | 202 | 18 | 28 | 85 | 71 | 30 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 1,410 | 640 | 70 | 62 | 258 | 251 | 109 |
| OHIO | 592 | 279 | 26 | 43 | 105 | 105 | 38 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 757 | 91 | 73 | 247 | 346 | 80 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 573 | 259 | 32 | 28 | 95 | 103 | 31 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 625 | 255 | 39 | 26 | 80 | 110 | 27 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 755 | 344 | 35 | 25 | 106 | 178 | 50 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 279 | 16 | 38 | 116 | 109 | 31 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 385 | 199 | 12 | 30 | 86 | 71 | 21 |
| MOUNTAIN | 2,693 | 1,180 | 80 | 121 | 398 | 581 | 175 |
| ARIZONA | 456 | 201 | 6 | 14 | 67 | 114 | 33 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 578 | 259 | 37 | 25 | 78 | 119 | 28 |
| NEVADA | 937 | 391 | 11 | 56 | 155 | 169 | 69 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 3,906 | 1,622 | 164 | 193 | 536 | 729 | 269 |
| CALIFORNIA | 1,148 | 480 | 44 | 70 | 194 | 171 | 72 |
| OREGON | 359 | 158 | 10 | 16 | 45 | 88 | 27 |
| WASHINGTON | 1,995 | 814 | 96 | 83 | 255 | 380 | 139 |
| 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.



| Data Table H3 | | | | | | | |
|--|---------------------|----------------------|--|-----------------|-----------------|--------------------|---------------------------|
| Canadian Visitors to the U.S. by Female Age Groups | | | | | | | |
| One or More Nights - 2007 | | | | | | | |
| 2007 | VISITORS | | AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS) | | | | |
| Census Region / State | Total Canada (000s) | Total Females (000s) | Under 20 (000s) | 20 to 34 (000s) | 35 to 54 (000s) | 55 or Older (000s) | Age/Sex Not Stated (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | | | | | | 1,270 |
| TOTAL U.S. (SUM) (2) | 24,279 | 12,004 | 1,378 | 1,563 | 4,225 | 4,839 | 1,657 |
| NEW ENGLAND | 2,896 | 1,467 | 183 | 181 | 530 | 572 | 187 |
| CONNECTICUT (3) | | | | | | | |
| MAINE | 888 | 462 | 60 | 55 | 168 | 179 | 49 |
| MASSACHUSETTS | 604 | 291 | 35 | 50 | 100 | 106 | 68 |
| NEW HAMPSHIRE | 461 | 227 | 24 | 24 | 93 | 85 | 30 |
| RHODE ISLAND (3) | | | | | | | |
| VERMONT | 765 | 397 | 53 | 41 | 141 | 162 | 36 |
| MID ATLANTIC | 4,029 | 2,032 | 257 | 337 | 799 | 639 | 298 |
| NEW JERSEY (3) | | | | | | | |
| NEW YORK | 2,968 | 1,500 | 184 | 259 | 619 | 438 | 222 |
| PENNSYLVANIA | 769 | 385 | 51 | 48 | 130 | 156 | 50 |
| SOUTH ATLANTIC | 4,951 | 2,375 | 345 | 243 | 766 | 1,021 | 378 |
| DELAWARE (3) | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | |
| FLORIDA | 2,485 | 1,246 | 213 | 141 | 421 | 471 | 171 |
| GEORGIA | 412 | 194 | 18 | 19 | 52 | 105 | 32 |
| MARYLAND (3) | | | | | | | |
| NORTH CAROLINA | 411 | 197 | 29 | 21 | 56 | 91 | 22 |
| SOUTH CAROLINA (3) | | | | | | | |
| VIRGINIA | 513 | 234 | 30 | 16 | 70 | 118 | 26 |
| WEST VIRGINIA (3) | | | | | | | |
| EAST NORTH CENTRAL | 2,786 | 1,299 | 112 | 182 | 483 | 522 | 189 |
| ILLINOIS | 411 | 179 | 12 | 32 | 77 | 59 | 30 |
| INDIANA (3) | | | | | | | |
| MICHIGAN | 1,410 | 661 | 60 | 85 | 233 | 283 | 109 |
| OHIO | 592 | 275 | 23 | 45 | 108 | 100 | 38 |
| WISCONSIN (3) | | | | | | | |
| WEST NORTH CENTRAL | 1,698 | 862 | 111 | 110 | 269 | 372 | 80 |
| IOWA (3) | | | | | | | |
| KANSAS (3) | | | | | | | |
| MINNESOTA | 573 | 283 | 43 | 43 | 80 | 117 | 31 |
| MISSOURI (3) | | | | | | | |
| NEBRASKA (3) | | | | | | | |
| NORTH DAKOTA | 625 | 343 | 48 | 47 | 119 | 128 | 27 |
| SOUTH DAKOTA (3) | | | | | | | |
| EAST SOUTH CENTRAL | 755 | 361 | 46 | 36 | 104 | 174 | 50 |
| ALABAMA (3) | | | | | | | |
| KENTUCKY (3) | | | | | | | |
| MISSISSIPPI (3) | | | | | | | |
| TENNESSEE (3) | | | | | | | |
| WEST SOUTH CENTRAL | 565 | 255 | 12 | 32 | 110 | 101 | 31 |
| ARKANSAS (3) | | | | | | | |
| LOUISIANA (3) | | | | | | | |
| OKLAHOMA (3) | | | | | | | |
| TEXAS | 385 | 166 | 9 | 20 | 72 | 65 | 21 |
| MOUNTAIN | 2,693 | 1,339 | 81 | 166 | 495 | 597 | 175 |
| ARIZONA | 456 | 222 | 10 | 18 | 72 | 122 | 33 |
| COLORADO (3) | | | | | | | |
| IDAHO (3) | | | | | | | |
| MONTANA | 578 | 291 | 35 | 35 | 103 | 118 | 28 |
| NEVADA | 937 | 477 | 15 | 85 | 200 | 177 | 69 |
| NEW MEXICO (3) | | | | | | | |
| UTAH (3) | | | | | | | |
| WYOMING (3) | | | | | | | |
| PACIFIC | 3,906 | 2,015 | 231 | 275 | 669 | 840 | 269 |
| CALIFORNIA | 1,148 | 597 | 74 | 100 | 216 | 206 | 72 |
| OREGON | 359 | 173 | 16 | 23 | 42 | 93 | 27 |
| WASHINGTON | 1,995 | 1,043 | 119 | 132 | 349 | 442 | 139 |
| 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.



| Data Table I | | | | | | | | |
|--|-------------------------------------|-----------------|--|------------------|--------------------------|---------------------------------|--------------------------------|--------------------------|
| Canadian Visitors to the U.S. by Nights Spent in State | | | | | | | | |
| One or More Nights - 2007 | | | | | | | | |
| 2007 | 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) | 42,641 | 24,881 | 17,759 | 1,974 | 10,153 | 3,795 | 1,838 | 7.4 |
| TOTAL U.S. (SUM) (2) | (4) | (4) | 24,279 | 6,185 | 13,263 | 3,335 | 764 | 5.3 |
| NEW ENGLAND | 4,930 | 2,034 | 2,896 | 684 | 1,920 | 241 | 37 | 3.2 |
| CONNECTICUT (3) | | | | | | | | |
| MAINE | 1,108 | 220 | 888 | 196 | 588 | 90 | 13 | 3.3 |
| MASSACHUSETTS | 847 | 243 | 604 | 81 | 447 | 63 | 7 | 3.8 |
| NEW HAMPSHIRE | 995 | 534 | 461 | 136 | 293 | 25 | 6 | 2.8 |
| RHODE ISLAND (3) | | | | | | | | |
| VERMONT | 1,696 | 931 | 765 | 217 | 486 | 52 | 7 | 2.9 |
| MID ATLANTIC | 7,623 | 3,594 | 4,029 | 1,223 | 2,541 | 236 | 15 | 2.8 |
| NEW JERSEY (3) | | | | | | | | |
| NEW YORK | 5,473 | 2,505 | 2,968 | 804 | 2,001 | 144 | 9 | 2.8 |
| PENNSYLVANIA | 1,734 | 965 | 769 | 363 | 360 | 44 | 1 | 2.4 |
| SOUTH ATLANTIC | 8,029 | 3,079 | 4,951 | 1,084 | 1,563 | 1,467 | 396 | 10.6 |
| DELAWARE (3) | | | | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | | | | |
| FLORIDA | 2,720 | 235 | 2,485 | 45 | 577 | 1,130 | 329 | 17.2 |
| GEORGIA | 941 | 529 | 412 | 177 | 197 | 32 | 3 | 2.8 |
| MARYLAND (3) | | | | | | | | |
| NORTH CAROLINA | 947 | 535 | 411 | 197 | 146 | 40 | 21 | 3.9 |
| SOUTH CAROLINA (3) | | | | | | | | |
| VIRGINIA | 1,027 | 514 | 513 | 228 | 215 | 63 | 4 | 3.0 |
| WEST VIRGINIA (3) | | | | | | | | |
| EAST NORTH CENTRAL | 5,019 | 2,233 | 2,786 | 973 | 1,636 | 147 | 17 | 2.8 |
| ILLINOIS | 673 | 262 | 411 | 101 | 265 | 41 | 1 | 3.5 |
| INDIANA (3) | | | | | | | | |
| MICHIGAN | 2,507 | 1,097 | 1,410 | 517 | 823 | 55 | 12 | 2.5 |
| OHIO | 1,027 | 435 | 592 | 198 | 359 | 30 | 1 | 2.6 |
| WISCONSIN (3) | | | | | | | | |
| WEST NORTH CENTRAL | 2,438 | 740 | 1,698 | 531 | 1,071 | 80 | 14 | 2.6 |
| IOWA (3) | | | | | | | | |
| KANSAS (3) | | | | | | | | |
| MINNESOTA | 851 | 278 | 573 | 175 | 367 | 27 | 3 | 2.6 |
| MISSOURI (3) | | | | | | | | |
| NEBRASKA (3) | | | | | | | | |
| NORTH DAKOTA | 856 | 231 | 625 | 187 | 431 | 4 | 2 | 2.1 |
| SOUTH DAKOTA (3) | | | | | | | | |
| EAST SOUTH CENTRAL | 1,274 | 519 | 755 | 395 | 304 | 41 | 11 | 3.0 |
| ALABAMA (3) | | | | | | | | |
| KENTUCKY (3) | | | | | | | | |
| MISSISSIPPI (3) | | | | | | | | |
| TENNESSEE (3) | | | | | | | | |
| WEST SOUTH CENTRAL | 745 | 180 | 565 | 74 | 341 | 91 | 23 | 8.0 |
| ARKANSAS (3) | | | | | | | | |
| LOUISIANA (3) | | | | | | | | |
| OKLAHOMA (3) | | | | | | | | |
| TEXAS | 492 | 107 | 385 | 30 | 231 | 71 | 22 | 9.8 |
| MOUNTAIN | 3,488 | 795 | 2,693 | 488 | 1,665 | 397 | 56 | 5.7 |
| ARIZONA | 550 | 94 | 456 | 36 | 161 | 166 | 32 | 14.5 |
| COLORADO (3) | | | | | | | | |
| IDAHO (3) | | | | | | | | |
| MONTANA | 662 | 84 | 578 | 168 | 369 | 30 | 5 | 3.1 |
| NEVADA | 1,019 | 82 | 937 | 44 | 773 | 106 | 8 | 4.5 |
| NEW MEXICO (3) | | | | | | | | |
| UTAH (3) | | | | | | | | |
| WYOMING (3) | | | | | | | | |
| PACIFIC | 3,869 | 985 | 3,906 | 735 | 2,222 | 635 | 196 | 5.5 |
| CALIFORNIA | 1,375 | 227 | 1,148 | 70 | 604 | 344 | 69 | 8.5 |
| OREGON | 425 | 66 | 359 | 65 | 249 | 36 | 4 | 3.6 |
| WASHINGTON | 2,502 | 507 | 1,995 | 584 | 1,282 | 105 | 15 | 2.8 |
| 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) The grand total visitor count (sum) for all destinations is much less than the grand total net, especially for same-day trips.

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.



| Data Table J | | | | | |
|--|---------------------|------------------------------|----------------------------|----------------------------|----------------------------|
| Canadian Visitors to the U.S. by Season of Visit | | | | | |
| One or More Nights - 2007 | | | | | |
| 2007 | VISITORS | QUARTER OF VISIT (1+ NIGHTS) | | | |
| Census Region / State | Total Canada (000s) | Quarter 1 (Jan-Mar) (000s) | Quarter 2 (Apr-Jun) (000s) | Quarter 3 (Jul-Sep) (000s) | Quarter 4 (Oct-Dec) (000s) |
| TOTAL U.S. (NET) (1) | 17,759 | 3,698 | 4,090 | 5,805 | 4,168 |
| TOTAL U.S. (SUM) (2) | 24,279 | 5,393 | 5,675 | 7,630 | 5,581 |
| NEW ENGLAND | 2,896 | 298 | 584 | 1,444 | 570 |
| CONNECTICUT (3) | | | | | |
| MAINE | 888 | 59 | 165 | 491 | 172 |
| MASSACHUSETTS | 604 | 81 | 136 | 274 | 113 |
| NEW HAMPSHIRE | 461 | 12 | 98 | 259 | 93 |
| RHODE ISLAND (3) | | | | | |
| VERMONT | 765 | 121 | 145 | 351 | 148 |
| MID ATLANTIC | 4,029 | 598 | 1,006 | 1,486 | 940 |
| NEW JERSEY (3) | | | | | |
| NEW YORK | 2,968 | 407 | 701 | 1,174 | 686 |
| PENNSYLVANIA | 769 | 162 | 208 | 215 | 185 |
| SOUTH ATLANTIC | 4,951 | 1,831 | 1,208 | 780 | 1,131 |
| DELAWARE (3) | | | | | |
| DISTRICT OF COLUMBIA (3) | | | | | |
| FLORIDA | 2,485 | 1,025 | 613 | 337 | 511 |
| GEORGIA | 412 | 177 | 109 | 62 | 65 |
| MARYLAND (3) | | | | | |
| NORTH CAROLINA | 411 | 123 | 118 | 62 | 109 |
| SOUTH CAROLINA (3) | | | | | |
| VIRGINIA | 513 | 146 | 130 | 120 | 117 |
| WEST VIRGINIA (3) | | | | | |
| EAST NORTH CENTRAL | 2,786 | 422 | 666 | 1,008 | 690 |
| ILLINOIS | 411 | 69 | 98 | 144 | 99 |
| INDIANA (3) | | | | | |
| MICHIGAN | 1,410 | 198 | 347 | 503 | 362 |
| OHIO | 592 | 112 | 149 | 199 | 132 |
| WISCONSIN (3) | | | | | |
| WEST NORTH CENTRAL | 1,698 | 280 | 382 | 637 | 399 |
| IOWA (3) | | | | | |
| KANSAS (3) | | | | | |
| MINNESOTA | 573 | 101 | 112 | 220 | 140 |
| MISSOURI (3) | | | | | |
| NEBRASKA (3) | | | | | |
| NORTH DAKOTA | 625 | 81 | 122 | 244 | 178 |
| SOUTH DAKOTA (3) | | | | | |
| EAST SOUTH CENTRAL | 755 | 262 | 210 | 160 | 124 |
| ALABAMA (3) | | | | | |
| KENTUCKY (3) | | | | | |
| MISSISSIPPI (3) | | | | | |
| TENNESSEE (3) | | | | | |
| WEST SOUTH CENTRAL | 565 | 148 | 164 | 121 | 131 |
| ARKANSAS (3) | | | | | |
| LOUISIANA (3) | | | | | |
| OKLAHOMA (3) | | | | | |
| TEXAS | 385 | 106 | 116 | 88 | 75 |
| MOUNTAIN | 2,693 | 700 | 612 | 717 | 664 |
| ARIZONA | 456 | 210 | 99 | 37 | 110 |
| COLORADO (3) | | | | | |
| IDAHO (3) | | | | | |
| MONTANA | 578 | 62 | 99 | 304 | 113 |
| NEVADA | 937 | 274 | 218 | 159 | 286 |
| NEW MEXICO (3) | | | | | |
| UTAH (3) | | | | | |
| WYOMING (3) | | | | | |
| PACIFIC | 3,906 | 855 | 842 | 1,277 | 932 |
| CALIFORNIA | 1,148 | 318 | 269 | 267 | 295 |
| OREGON | 359 | 80 | 72 | 122 | 85 |
| WASHINGTON | 1,995 | 295 | 444 | 786 | 470 |
| 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.

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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.