



Travel & Tourism Market

Overview

International Travel is one of the largest exports of services for the United States. Canada remains the largest inbound travel market for the United States accounting for 31.4% of international visitors and 12.4% of visitor spending.

Canada ranks first in visitors to the U.S. (nearly 16 million); second in spending (US\$ 13.5 billion); and second in balance of trade (US\$ 5.7 billion surplus).

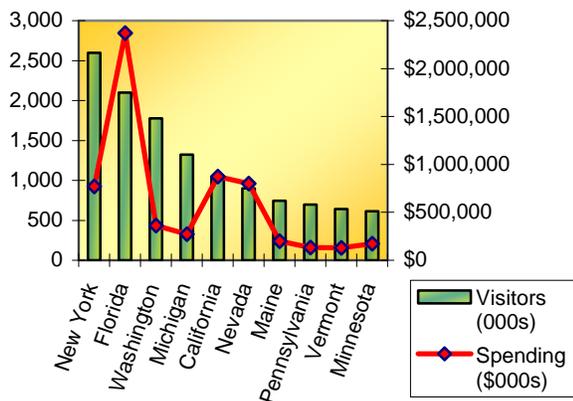
Visits to the U.S. from Canada are projected to grow at an average annual rate of 4–5% from 16 million visits in 2006, to \$16.6 million in 2007 and to an estimated \$19.2 million by 2011.

Source: Office of Travel and Tourism Industries, ITA
U.S. Department of Commerce

Top U.S. destinations

All states benefit from Canadian travelers but a few states dominate the numbers. The most popular states are New York and Florida. However, Florida dominates in visitor nights and spending with 13% of visitors, but 32% of visitor-nights, due to the large number of snowbirds.

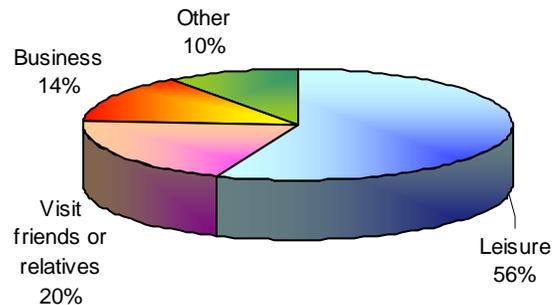
Top U.S. destinations visited by Canadians
2006



Source: Office of Travel and Tourism Industries, ITA
U.S. Department of Commerce

Characteristics of Canadian Travelers

❖ Main trip purpose



❖ Transportation (mode of Entry into U.S.)

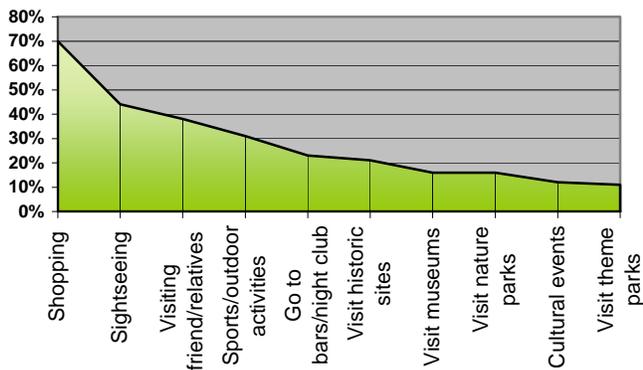
- ✓ 58% auto
- ✓ 35% plane
- ✓ 4% bus
- ✓ 3% other
- ✓ 73% of business travelers flew



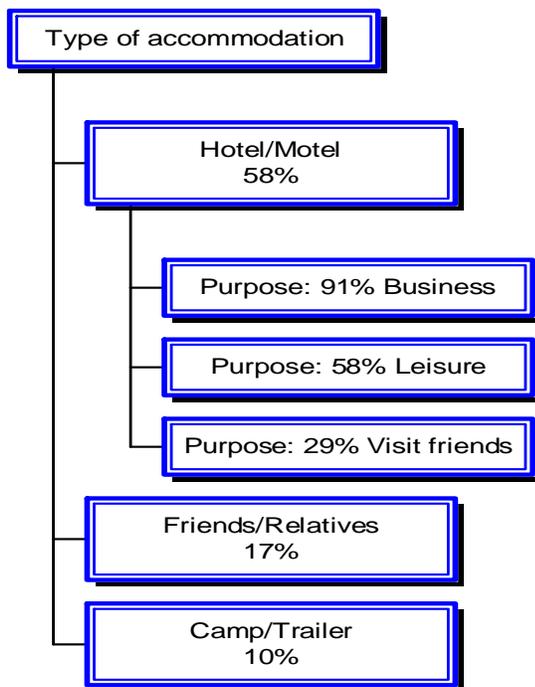
❖ Origin Province

Ontario and British Columbia account for the largest share of visitors to the U.S. More importantly, Ontario has 39% of the population but 46% of travelers to the U.S., while British Columbia has 17% of visitors while only 13% of the population.

❖ **Most popular activities:**



❖ **Accommodations**



❖ **Stay Length**

- 37% of Canadian state-visits are day trips
- Among overnight trips:
 - 11% are 1-night trips
 - 5% are 3 weeks or longer
 - 3+ weeks accounts for 39% of visitors

Source: Office of Travel and Tourism Industries, ITA

New document requirement for Travelers

As of January 31, 2008, all adult travelers will be required to present proof of citizenship, such as birth certificate, and proof of identity, such as a drivers' license, when entering the United States through land and sea ports of entry. Effective January 2007, all visitors and American citizens entering the U.S. by air have to possess a passport.



For more information, please visit:
<http://toronto.usconsulate.gov/content/content.asp?section=visas&document=index>

Other Sources

U.S. Department of Commerce: Ruth Williamson

International Trade Administration
 Office of Travel and Tourism Industries
<http://tinet.ita.doc.gov>

Department of Homeland Security
<http://www.dhs.gov>

Visit USA Committee-Canada
<http://www.visitusacanada.org>

If you would like further information, please contact Ruth.Williamson@mail.doc.gov, the Commercial Specialist in Canada. Visit our website <http://www.buyusa.gov/canada> to discover other commercial opportunities in Canada.

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 Building Bridges to Prosperity*