



Canada: Number One Source for Travel and Tourism to the United States

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Summary

International travel is one of the United States' largest exports of services. Canada, with its unique characteristics, is the largest source of visitors to the United States.

International Travel to the U.S

International visitors spent more than \$122 billion on U.S. travel and tourism-related goods and services in 2007. This represents a 13 percent increase over the record set in 2006 and a 52 percent increase over the post 9-11 low, which was set in 2003. Travel and tourism exports accounted for seven percent of all U.S. exports and 25 percent of U.S. services-exports. The U.S. travel and tourism balance of trade more than doubled in 2007, increasing 116 percent to a \$17.6 billion surplus.

The following far-reaching benefits are created as a result of international visitors to the United States: fourteen percent of all spending; 22 percent of lodging; 13 percent of sightseeing services; 10 percent of gaming; two to four percent of restaurant dining, recreation/entertainment, and sports. New York City, for example, benefits greatly with 18% of international travelers generating 41% of spending, and 52% of lodging.

Canada's Leading Contribution to Foreign Travel and Tourism in the United States

The United States and Canada are each other's largest tourism partners. With 74 percent market share, the U.S. continued to be by far the most popular destination for Canadian travelers in 2007. Canada remains the largest source of foreign travelers to the United States, with Canadians accounting for 31.7 percent of U.S. international visitors and 13.2 percent of visitor spending.

Canada ranks first in visitors to the U.S. (nearly 18 million); first in spending (US\$ 16.17 billion); and second in balance of trade surplus (US\$ 8.52 billion).

#1 in visitors (one+ nights stay) - at 17.7 million visitors, up 11 percent from 2006: Growth was led by the two+ night auto segment, accounting for 50 percent of visitors and 63 percent of the 2007 total growth due to a 2007 increase of 14 percent over 2006. The air segment (six percent increase) accounted for 33 percent of travelers and 20 percent of total Canadian growth. Visitation levels for the small travel segments of pedestrian, boat, bus, and rail were all higher in 2007.

#1 in visitor spending - a record \$16.17 billion, increased by 22 percent from 2006: This gain reflects the combined impact of more Canadian visitors coupled with an increase in average party spending.

#2 in travel balance of trade surplus - at \$8.52 billion Canada is second only to Japan.

Top Five Markets: 2007 International Visitors to the United States

1. Canada (+11%)	17.7 million
2. Mexico (+8%)	14.3 million
3. United Kingdom (+8%)	4.5 million
4. Japan (-4%)	3.5 million
5. Germany (+10%)	1.5 million

Top Five Markets: 2007 International Visitor spending

1. Canada	\$16.2 billion
2. United Kingdom	\$14.9 billion
3. Japan	\$14.4 billion
4. Mexico	\$9.5 billion
5. Germany	\$5.2 billion

Canadians Deliver Best “Geo Equity”

Canadian travel occurs in non-peak seasons and helps to distribute visitors more uniformly throughout the year. Compared to visitors from other countries, Canadians are unique in their extensive coverage of all states. All states benefit from Canadian travelers but a few states dominate the numbers. New York leads with 17 percent of visitors; however, Florida takes first place in visitor nights (33 percent) and spending (26 percent), due to the large number of Canadian “snowbirds”.

Top 10 U.S. States Visited by Canadians in 2007

Rank	U.S. State	Visitors (000s)	Visitor Nights (000s)	Spending (\$000s)
Total U.S.		17,759	130,801	\$10,717,443
1.	New York	2,968	8,195	918,000
2.	Florida	2,485	42,857	2,812,186
3.	Washington	1,995	5,591	432,000
4.	Michigan	1,410	3,562	305,000
5.	California	1,148	9,764	1,005,000
6.	Nevada	937	4,236	825,000
7.	Maine	888	2,887	262,000
8.	Pennsylvania	769	1,815	145,000
9.	Vermont	765	2,207	159,000
10.	North Dakota	625	1,286	163,000

Characteristics of Canadian Travelers

Province of Origin

Ontario, Quebec, and British Columbia accounted for the largest share of visitors to the United States. Ontario has 39 percent of the population but 46 percent of travelers to the United States. While Quebec and British Columbia both have 17 percent of total Canadian visitors to the United States with 23 and 13 percent of Canada's population, respectively.

Trip Purpose

In 2007, more than half of Canadian travelers (57 percent) reported that the main purpose of their trip was leisure. The other reasons were: 19 percent to visit friends or relatives; 14 percent for business; and 10 percent other. These trends are expected to continue, albeit with somewhat weaker demand due to the weakness of the Canadian dollar to the U.S. currency in 2009.

Most Popular Activities

When traveling in the U.S. the most popular activities, regardless of purpose of visit are:

Shopping	72 percent
Sightseeing	43 percent
Visiting friends or relatives	37 percent
Participate in sports or outdoor activities	30 percent
Go to a bar or night club	22 percent
Visit a historic site	20 percent
Visit a museum or art gallery	15 percent
Visit a national or state nature park	15 percent
Attend cultural events	12 percent
Visit a theme park	11 percent

Length of Stay

Fifty-eight percent of Canadian visits to the United States are day trips. Among overnight trips:

- 11 percent are one-night trips
- 57 percent are two to six nights
- 22 percent are seven to 13 nights
- 10 percent are 14+ nights
- The median average stay is 4 nights

Transportation (mode of entry into the United States)

Sixty percent drove, 33 percent flew, four percent took a bus, and three percent had another form of transportation. Seventy-two percent of business travelers flew.

Type of Accommodation

Forty-five percent of Canadian overnight visitors stayed one or more nights at a hotel/motel; 15 percent stayed with friends/relatives; and 10 percent used camp/trailer/cabin/cottage facilities.

Of those who stayed at a hotel/motel: 90 percent were on business, 58 percent were leisure travelers, and 30 percent were visiting friends and relatives.

Spending

Due to highly favorable exchange rates Canadians opened their wallets in 2007 to spend an unprecedented \$10.7 billion in the U.S. (excludes fares to travel to the U.S.).

- \$1,283 per party
- \$605 per visitor
- \$82 per visitor per night

Of the 76 percent of spending which Canadians reported in detail:

- 35 percent was spent on accommodations
- 22 percent food & beverage
- 18% other (souvenirs, shopping, etc.)
- 13 percent transportation (in U.S.)

Age Groups

Thirty-five percent of Canadians traveling to the U.S. for one or more nights are 35 to 54 or 55+. Thirteen percent are aged 20 to 34.

Western Hemisphere Travel Initiative (WHTI) Requirements

PRIOR TO JUNE 1, 2009

AIR: U.S. and Canadian citizens entering or re-entering the United States by air require a valid passport.

LAND/SEA: U.S. and Canadian citizens entering the U.S. need to present either a WHTI-compliant document or a government-issued photo ID, such as a driver's license, plus proof of citizenship, such as a birth certificate. Trusted traveler program cards – NEXUS, FAST, and SENTRI are also valid.

AS OF JUNE 1, 2009

Travelers will be required to present a single Western Hemisphere Travel Initiative-compliant document proving both citizenship and identity when entering or re-entering the United States by ANY MODE.

Children under the age of 16 will be able to present a birth certificate or other proof of citizenship.

Opportunities for U.S.

Ninety percent of the Canadian population is within 100 miles of the U.S. border. The geographical proximity, shared history and culture, similar standard of living, and friends and family ties, all serve to stimulate cross-border travel to the U.S.

Visits to the U.S. from Canada are projected to grow at a rate of 7.6 percent from 17.7 million visits in 2007, to over 19 million in 2008.

During 2007 and early 2008, the Canadian exchange rate was at its strongest in a long time. Whenever the Canadian and U.S. dollars are at or close to par, this has a positive effect on Canadian tourism to the United States, as well as the level of spending while Canadians are there.

Canadians are seeking unique experiences and destinations that can offer a new perspective. The U.S. in all its diversity has products to satisfy the various Canadian travel segments.

The following is a list of the major events/shows in Canada for the Travel & Tourism Industry:

Trade/Consumer Events

Travel Trade Shows

Show Name	Date	City	Venue	Attendance
Addison	Jan-27	Victoria	Victoria Conference Centre	170
www.addisontravelmarketing.com	Jan-28	Langley	Langley Cost Hotel and convention Centre	160
(For Fall Shows - refer to website)	Jan-29	Vancouver	Vancouver Convention and Exhibition Centre	600
	Feb-09	Montreal	Place Bonaventure	570
	Feb-10	Ottawa/Gatineau	Palais des Congres- Gatineau	140
	Feb-11	London	Hilton London	175
	Feb-12	Toronto	Toronto Congress Centre	550
	Mar-02	Edmonton	Shaw Conference Centre	300
	Mar-03	Calgary	Telus Convention Centre	300
	Mar-05	Winnipeg	TBA	200
OMCA Annual Conference & Marketplace	Nov, 8-11	London	London Convention Centre	19,000
www.omca.com				

Consumer Travel Shows

Show Name	Date	City	Venue	Attendance
Travel & Leisure Show	March, 27-29	Toronto	Metro Toronto Convention Centre	20,000
www.totravelshow.com				
Vancouver Golf & Travel Show	Feb, 14-15	Vancouver	BC Place Stadium	22,000
www.vancouvergolfshow.com				
Northern Ontario Golf & Travel Show	TBA			
KW Home Travel & Leisure Show	March, 06-08	Kitchener	Bingemans	10,000
www.regionalshows.com				
Toronto Star Golf & Travel Show	Feb,27 -Mar, 01	Toronto	Metro Toronto convention Centre	28,000
www.torontogolfshow.com				
Outdoor Adventure Show	Feb, 14-15	Vancouver	BC Place Stadium	20,800
www.outdooradventureshow.ca	Feb, 20-22	Toronto	The International centre - Hall 5	31,000
	Mar, 28-29	Calgary	Roundup Centre, Stampede Park	14,700
International Tourism and Travel Show	Oct, 24-26	Montreal	Place Bonaventure	35,000
www.salontourismevoyages.com				

Toronto Ski, Snowboard & Travel Show <i>www.sportsmensshows.com/SkiShow</i>	Oct, 15-18	Toronto	Better Living Centre, Exhibition Place	35,000
Hamilton Golf & Travel Show <i>www.golf-show.com</i>	Jan, 31- Feb, 01	Hamilton	Hamilton Convention Centre	4500
London Golf & Travel Show <i>www.golf-show.com</i>	Feb, 07-08	London	Western Fair Entertainment Centre	8000

Niche Events/Shows

Show Name	Date	City	Venue	Attendance
Zoomer Show <i>www.zoomershow.com</i>	Oct,31-Nov,01	Toronto	Direct Energy Centre	15,000
Toronto Sportsmen Show <i>www.sportsmensshows.com</i>	March, 18-22	Toronto	Direct Energy Centre	121,000
Atlantic Outdoor Sports & RV Show <i>www.sportsandrvshow.com</i>	March 12-15	Halifax	Exhibition Park	15,000
Salon des Baby boomers Plus <i>www.salondesbabyboomersplus.com</i>	Apr, 25-26	Montreal	Palais des congrès	30,000
Canada Blooms <i>www.canadablooms.com</i>	March, 18-22	Toronto	Metro Toronto Convention Centre	75,000
Women's Show <i>www.nationalwomenshow.com</i>	May, 01-03	Ottawa	Lansdowne Park	20,000
	Apr, 17-19	Montreal	Palais des Congres	29,000
	Sep, 26-27	Ottawa	Lansdowne Park	20,000
	Oct, 23-25	Toronto	Metro Toronto Convention Centre	35,000
	Nov, 14-15	Quebec	ExpoCite, Centre De Foires	15,000
Gourmet Food & Wine Expo <i>www.foodandwineexpo.ca</i>	Nov, 19-22		TBA	
Royal Agricultural Winter Fair <i>www.royalfair.org</i>	Nov, 6-15	Toronto	Direct Energy Centre	150,000
Calgary Stampede <i>www.calgarystampede.com</i>	July, 3-12	Calgary	Stampede Park	1,251,000

Travel & Vacation Show www.travelandvacationshow.ca	Apr, 4-5	Ottawa	Lansdowne Park	14,000
Outdoor Festival of Montreal www.espaces.qc.ca	May, 22-24	Montreal	TBA	
Toronto Star Wine & Cheese www.towineandcheese.com	March, 20-22	Toronto	International Centre	33,000
National Bridal Show www.nationalbridalshow.com	Jan, 23-25 Sep, 11-13	Toronto Toronto	Direct Energy Center, Exhibition Place International Centre	14000 16,000
EAT! Vancouver www.eat-vancouver.com	May, 22-24	Vancouver	BC Place Stadium	30,000

Corporate Meetings

Show Name	Date	City	Venue	Attendance
Incentive Works www.meetingscanada.com/incentiveworks/index.html	Aug, 25-26	Toronto	Metro Toronto Convention Centre	3,000

Resources & Contacts

International Trade Administration, Office of Travel and Tourism Industries
www.tinet.ita.doc.gov

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

Discover America Canada
www.discoveramerica.ca

For More Information

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