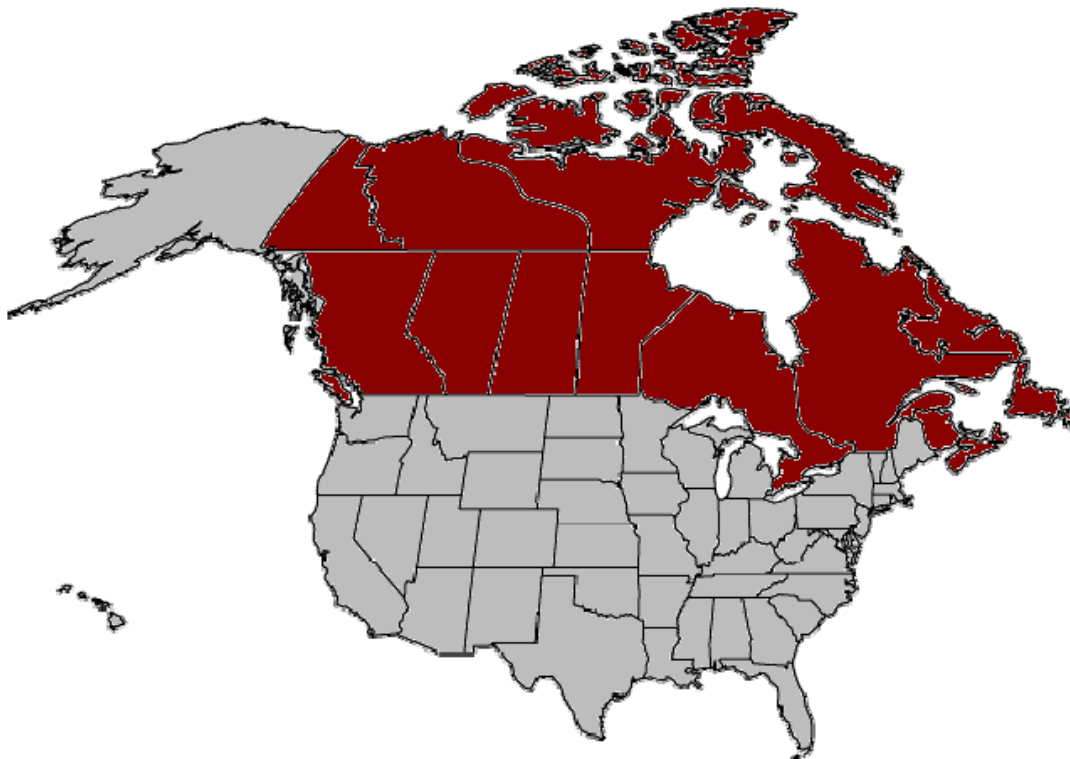




INTERNATIONAL
TRADE
ADMINISTRATION

Canadian Travel to the United States 2004



September 2007



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

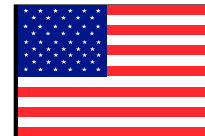




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INTRODUCTION

This edition of *Canadian Travel to the United States—2004* is the 25th 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 2004. This travel segment accounted for about 29 percent of visitors, but a much higher share of state visits and visitor spending. Trends over the past several years are included for enhanced perspective. The 2004 survey sample is drawn from 18,922 voluntary responses to Statistics Canada's *International Travel Survey of Canadian Residents* traveler survey.

The 2004 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 U.S. regions and all 50 states and the District of Columbia. Year-to-year comparisons are not available for Alabama, Arkansas, Delaware, Kansas, Mississippi, Oklahoma, or Rhode Island due to insufficient sample sizes in 2004.

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 numbered 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 60 percent of visitors to Florida travel by air, not that Florida has a 25 percent market share of all air travelers to the U.S. 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*.

IMPORTANT TECHNICAL NOTE: The reader should note that two Canadian traveler volume totals will be used throughout the report and appendix data tables. The official visitor count (one or more nights) for 2004 is 13,857,000 (U.S. Net), an unduplicated total or the total number of travelers that cross the border into the U.S. 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 19,467,000 (U.S. Sum). Another way to view this is 13,857,000 *net* travelers produced 19,467,000 *gross* person-visits.

Please use the 13,857,000 volume estimate when computing volume of travel sub-segments based on proportions.



EXECUTIVE SUMMARY

Background and Overview

Background: *Canadian Travel to the United States—2004* represents a comprehensive analysis of Canadian travelers who stayed one or more nights in the U.S. in 2004. The report is prepared by the Department of Commerce's Office of Travel and Tourism Industries (OTTI) and is based on 18,922 surveys conducted by Statistics Canada for their *International Travel Survey of Canadian Residents* traveler survey program. Additional information on Canadian travel to the U.S., 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: Canada is the number one origin country for the U.S. in terms of visitors (ahead of Mexico) and number three in terms of visitor spending (behind Japan and the U.K.). Thus, the nine percent gain in visitors from Canada in 2004 contributed significantly to the U.S. overall visitor increase of 12 percent from all countries combined. The increase is consistent with the ten percent increase in world arrivals as reported by the United Nations World Tourism Organization (UNWTO). Conversely, the U.S. share of total Canada outbound travelers in 2004 was 71 percent, a level that has declined over the past four years.

Although OTTI has not attempted to relate travel volume to specific economic variables, a few key factors may have contributed to the increase in visitors. First, the economy leading into 2004 was growing at a nominal rate of 1.7 percent on a year-to-year basis, which increased to 2.8 percent by the end of 2004. Second, the currency exchange rate for converting Canadian dollars to U.S. dollars began improving for Canadians early in 2003 and continued well into 2004. Third, a potentially important factor that is not well documented is the combined effort by the U.S. travel industry to promote the U.S. to Canadians. U.S. state destinations' marketing budgets for Canada generally declined in FY2004, the time period in which travel marketing for 2004 would occur (source: Travel Industry Association, *2003-2004 Survey of State and Territory Office Budgets*, July 2004). Promotional spending on Canada by other sources such as cities and attractions may have overcome the states' spending decline.

Traveler Metrics

Visitors and Visits: Total Canadian visitors staying one or more nights in the United States in 2004 was 13.86 million, a nine percent increase from the 2003 level of 12.67 million and a turnaround following three consecutive years of visitor declines. However, the 2004 solid performance falls well short of the record 19.1 million visitor level set in 1991. The 13.86 million Canadian visitors to the U.S. in 2004 generated 19.47 million 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 U.S. was 107.1 million in 2004, up ten percent from 2003. This performance reflects the nine percent increase in travelers and a one percent increase in average length of stay.

Visitor Spending: Canadians spent US\$6.63 billion while in the U.S. in 2004, up 16 percent from 2003. This performance reflects the combination of a ten percent increase in travel parties coupled with a six percent increase in travel party spending.

Trip Characteristics

Province of Residence: Ontario generated the greatest number of travelers to the U.S. This province accounts for 39 percent of the population, but produced 6.51 million visitors in 2004, or 47 percent of all Canadians visiting the United States. The provinces following Ontario were Quebec (18%), British Columbia (17%), Alberta (8%), and Manitoba (4%).

U.S. States Visited: All states benefit from Canadian travelers, but a few border states and a few distant destination states dominate in Canadian volumetrics. The border state of New York received 2.26 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, Michigan, and California. Florida accounted for ten percent of visits, but 33 percent of visitor-nights. Conversely, the 11 land or water border states accounted for 60 percent of visits, but only 22 percent of visit-nights.

Trip Purpose: *Holiday/Vacation* was the dominant reason for Canadian travel to the U.S., accounting for 5.93 million, or 43 percent, of all Canadian



visitors. *Visits to friends or relatives* was a distant second-most important trip purpose (21%). Trip purpose distributions have been stable over the past five years, but differ greatly across the state destinations. Hawaii had the highest proportion of visitors traveling for leisure purposes, while Washington, D.C., Colorado, Louisiana, and Illinois had the highest proportions of visitors traveling for business or convention reasons. 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. *Go shopping* (68%), *go sightseeing* (44%), *visit friends or relatives* (41%), and *participate in outdoor sports or outdoor activities* (32%), had the highest participation rates among all travelers. Activity participation differed greatly depending on main purpose of trip, but is relatively high for all categories of the aggregated categories of *leisure, business, visiting friends or relatives, and other miscellaneous*. For example, 31 percent of business/convention travelers *go sightseeing*—a relatively high level compared to the 53 percent of leisure visitors who participate in the same activity.

Length of stay: About 71 percent of all Canadian visitors to the U.S. were on day trips in 2004. However, this report focuses on trips to the U.S. of one or more nights. Canadian overnight visitors stayed an average 7.7 nights in the U.S., 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 changed minimally over the past five years.

Transportation Mode: *Automobile* is the dominant mode of transportation of entry to the U.S., accounting for 8.1 million, or 59 percent, of all Canadian visitors and 64 percent of all visits. Other modes of transportation of entry into the U.S. 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* (48%) during their U.S. visit. Other

accommodations types are *camping or trailer park* (11%), *homes of friends or relatives* (9%), *cottage or cabin* (7%), or *other miscellaneous types or combinations of accommodations types* (22%).

Season/Month of Visit: The third quarter (July-September) attracted 4.4 million, or 32 percent of all Canadians. Visitation in other quarters of the year were 2nd quarter (25%), 1st quarter (22%), and 4th quarter (22%). The greatest number of visitors arrived in August (12%) and July (11%). 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 were impacted by 1st quarter “snow-birds” visiting southern states for extended periods of time.

Spending: Canadian visitors spent a total of \$6.63 billion dollars in the U.S. in 2004. *Accommodations* accounted for the largest share of this amount (35%) followed by *food and beverage* (24%). Lower shares of total spending were made for *shopping, souvenirs, etc.* (16%), *transportation while in the U.S.* (13%), and *recreation and entertainment* (12%). Spending per visitor increased in 2004 to \$479 per person, a six percent increase from 2003. Spending per-person per-day increased slightly to \$62.

Traveler Demographics

Composition of Travel Party: Canadian travel parties to the U.S. are dominated by two-adult parties (42%). Half as many contained three or more adults (21%), while fewer still contained an adult traveling alone (16%). Twenty-one percent of all travel parties contained one or more children under age 20 (net). The average party size in 2004 was 2.1 persons and has been at that level for several years.

Age: The age of Canadian travelers is centered around the 45-54 age group (21%). Children are a member of 21 percent of all travel parties, but accounted for only 12 percent of all travelers. The 55-64 (19%) and the 35-44 age groups (17%) also accounted for many Canadian travelers.

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



DETAILED FINDINGS

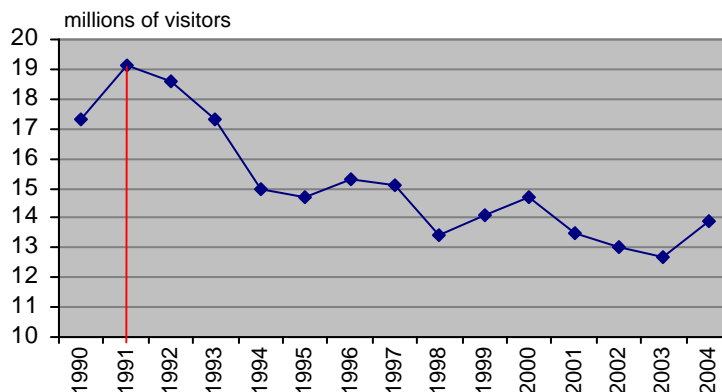
TRAVELER METRICS

Visitors

Total Canadian visitors staying one or more nights in the United States in 2004 was 13.86 million. This level represents a nine percent increase from the 2003 level (2.67 million) and a positive turnaround following three consecutive years of visitor count declines. This report focuses on visitors to the U.S. 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 62 percent of all Canadian travel to the U.S.

- Outbound visitor volume was higher in 2004 for all but one Canadian province, but performances differed greatly across provinces. Annual changes ranged from a 55 percent increase for Newfoundland to a decline of 11 percent for the combined Yukon-Northwest Territories provinces. Visitation from the largest visitor-producing provinces, Ontario and Quebec, were up ten percent and seven percent, respectively.
- All transportation segments were higher in 2004 except for rail (-13%). The dominant auto and air travel modes for entering the U.S. contributed similarly to the 2004 increase, up eight percent and ten percent, respectively.
- **Chart 1** (on this page) shows a general downward trend in visitor volume over the past 15 years since the record high in 1991. Prior to 1991, there was some growth over the 70s and early 80s, followed by dramatic and steady growth in the late 80s. Since 1991, visitor volume has experienced a general downward trend reaching a low of 12.6 million in 2003.
- Visitor volume increased for most U.S. states. **Data Table A** shows the volume estimates for each state and the percentage changes from 2003.

Chart 1: Canadian Traveler Volume to the U.S.—1990-2004
(all traveler segments—1+ nights)



Note: 1991 remains the peak year of Canadian visitation to the U.S.

Visits

The 13.86 million Canadian visitors to the U.S. in 2004 generated 19.47 million visits. Thus, Canadians tended to visit 1.4 different states during their U.S. trip. The increase in visits was slightly higher than the increase in visitors, due to a small increase 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 was 107.1 million in 2004, up ten percent from 2003. This performance reflects a nine percent increase in travelers and a one percent increase in 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.
- Changes in visitor-nights at a state level is consistent with changes in visitors numbers. **Data Table A** shows the visitor-nights volume estimate for each state and the percentage changes from 2003.



Visitor Spending

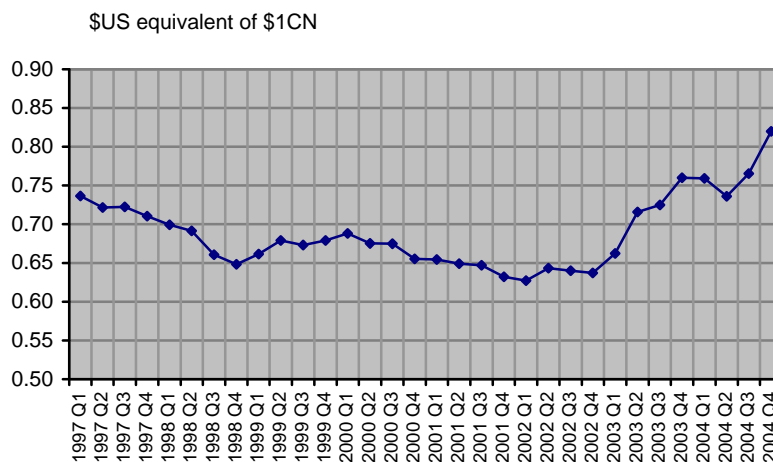
Canadian visitors spent US\$6.63 billion in the U.S. in 2004, up 16 percent from 2003. Thus, Canadian visitor spending rose faster than visitor volume.

- The 2004 spending performance was the second consecutive increase following two years of declines.
- Spending by the *pleasure/recreation/holiday* segment was US\$4.21 billion, or 63 percent, of total spending in 2004. The *business/convention* sector accounted for 21 percent of the total. The remaining segments of *visiting friends/relatives* and all *other* accounted for 11 percent and five percent, respectively. On a per-trip basis, business travelers spent the most, with an average spending of US\$687 followed by the leisure segment at US\$551. Those visiting friends and relatives spent the least at US\$239.
- Visitor spending differs greatly by state visited regardless of 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 (24%) due to the large volume of visitors, long duration of stay, and high average spending per visitor per night. **Chart 3** (on the following page) shows the visitor spending values for the most-visited states. **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. **Chart 2** (on this page) shows an eight-year trend in the exchange rate. Over this time, the value of the Canadian dollar averaged \$0.69 in U.S. dollars, but was well above this level during 2004.

Chart 2: Currency Exchange Rate Trend
(quarterly¹ 1997-2004)



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 U.S., producing 6.51 million visitors in 2004, or 47 percent of all Canadians visiting the United States. The provinces following Ontario were Quebec (18%), British Columbia (17%), Alberta (8%), and Manitoba (4%). The other seven provinces accounted for the remaining six percent of visitors.

- Ontario accounts for 39 percent of the Canadian population, but generated 47 percent of Canadian travelers to the U.S. British Columbia also generated a higher share of visitors than of residents (17% versus 13%, respectively).
- Ontario produced 47 percent of all visitors, but an even higher proportion of *business/conventions* (55%) and *visiting friends and relatives* (51%) travelers.
- Ontario is the dominant visitor origin province for 31 out of 45 U.S. destination states for which volume is provided. **Data Table C** shows the visitor volume from each Canadian province to each U.S. Bureau of Census division and state.

U.S. States Visited

All states benefited from Canadian travel, but a few border states and a few distant destination states dominated in Canadian traveler metrics. One state—Florida—completely dominated in the



share of total Canadian visitor-nights (32%). The border state of New York received 2.26 million Canadian visitors, the most of any state. Other top destination states were Florida, Washington, Michigan, and California. **Chart 3** 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 visits, 24 percent of spending, and 32 percent of visitor-nights. Conversely, the 11 states that have land borders with Canada accounted for 60 percent of total visits, but 22 percent of visitor-nights and spending by overnight visitors.

- State destination rankings have been stable over the past five years and do not fluctuate much when overall visitation trends are increasing or decreasing. For example, share of total person-visits among the 11 land border states ranged from 54 percent to 60 percent over the past five years, while share of total visitor-nights ranged from 20 percent to 22 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, 32 percent of *business/convention* visitors, 81 percent of *pleasure/recreation/holiday* visitors, 60 percent of *visiting friends/relatives* visitors, and 34 percent of visitors traveling for *other* purposes. Those traveling for *pleasure/recreation/holiday* purposes accounted for 43 percent of all travelers and 60 percent of visits. But this proportion differs greatly by state; the states with the highest proportion of *vacation/holiday* visitors were Hawaii (89%), South Carolina (86%), West Virginia (83%), Florida (79%), Kentucky (76%), and Nevada (75%).
- **Data Table A** shows the number of visitors, visitor-nights, average nights per visit, and the change for all three measures from 2003 levels. OTTI provides visitation and traveler characteristics data for states for which sample size from the *Canadian Travel Survey* is 100 or more. This policy was also used for reporting overseas visitor volume and characteristics.

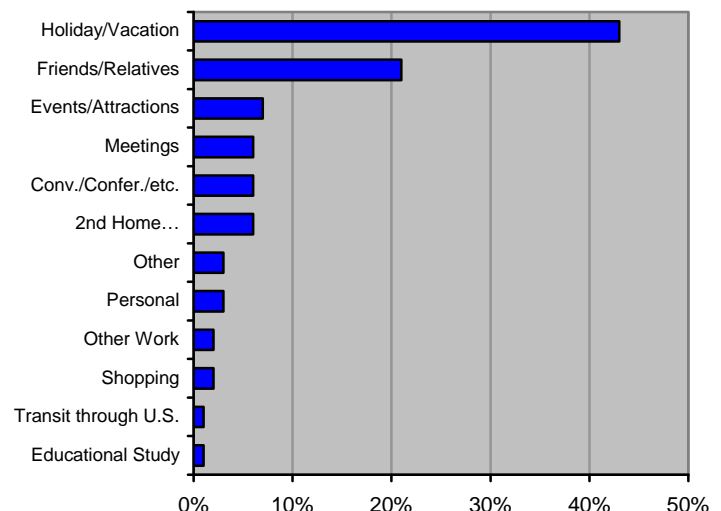
Chart 3: Top States Visited
(2004—all travel segments—1+ nights)

U.S. Destinations	Visitors (000s)	Visitor-Nights (000s)	Spending (\$000s)
TOTAL U.S. (NET)	13,857	107,067	\$6,640,000
Border states (net)	8,247	23,391	\$1,459,542
1 New York	2,257	6,379	\$486,939
2 Florida	1,911	34,793	\$1,596,611
3 Washington	1,552	4,402	\$223,140
4 Michigan	1,143	3,027	\$165,971
5 California	983	8,558	\$647,025
6 Nevada	761	3,593	\$500,862
7 Maine	686	2,254	\$131,539
8 Minnesota	607	1,556	\$116,857
9 Vermont	597	1,642	\$78,428
10 Pennsylvania	591	1,452	\$86,869

Purpose of Trip

Holiday/Vacation was the dominant reason for Canadian travel to the U.S., accounting for 5.93 million visitors, or 43 percent of the Canadian market. *Visits to friends or relatives* was cited as a distant second-most important trip purpose (21%). All other trip purposes represented a seven percent or smaller proportion of total Canadian travelers. **Chart 4** shows each trip purpose's proportion of all Canadian travelers.

Chart 4: Main Purpose of Trip
(2004—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.

Business/Convention (14% of total)

Meetings (43%)
Convention/conference, trade shows,
seminars (41%)
Other work (16%)

Visiting Friends and Relatives (21% of total)

Visiting friends or relatives (100%)

Holiday/Vacation (43% of total)

Holiday, vacation (100%)

Other (21% of total)

Attend events, attractions (30%)
Visit to second home, cottage, condo (27%)
Personal (medical, wedding, etc.) (30%)
Shopping (8%)
Transit to/from other parts of Canada (4%)
Educational study (3%)
Other (14%)
Not stated (1%)

- Main trip purpose has been stable over the past five years; *Holiday/Vacation* has ranged from 40 percent to 43 percent of Canadian visitors.
- **Chart 5** shows trip purpose differed greatly depending on destination. Although 43 percent of visitors and 60 percent of destination-visits were *holiday/vacation* travelers, the proportion by destination ranged from a high of 89 percent for Hawaii to a low of 25 percent for Connecticut. Other destinations with a high proportion of *holiday/vacation* travelers included South Carolina (86%), West Virginia (83%), Florida (79%), and Virginia (77%). *Business/convention* averaged 14% of all visitors; the highest *business/convention* proportion destinations were Washington, D.C. (48%), Colorado (43%), Louisiana (40%), and Illinois (37%). Compared to national averages for all destination visitors, border state visitors more often traveled for *holiday/vacation* (58%).

Chart 5: Trip Purpose Differences Across Destinations

(2004—1+ nights—holiday/vacation; business/convention travel segments, respectively)

		% Holiday/ Vacation of Destination Total			% Business/ Convention of Destination Total
	TOTAL U.S.	43%		TOTAL U.S.	14%
1	Hawaii	89%	1	Washington, D.C.	48%
2	South Carolina	86%	2	Colorado	43%
3	West Virginia	83%	3	Louisiana	40%
4	Florida	79%	4	Illinois	37%
5	Virginia	77%	5	Texas	34%
6	Kentucky	76%	6	Missouri	24%
7	Nevada	75%	7	Iowa	23%
8	Vermont	72%	8	Kansas	22%
9	Tennessee	70%	9	Connecticut	21%
10	North Carolina	70%	10	CA, OH	20%
	Border states (net)	58%		Border states (net)	8%

Activities

Canadians were active travelers during their U.S. visits based on participation rates for 19 leisure-oriented activities. Go shopping (68%), go sightseeing (44%), visit friends or relatives (41%), and participate in outdoor sports or outdoor activities (32%) 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 (sum of responses equals 338%). Conversely, only six 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
(2004—1+ nights)

Activity ¹	Total	Bus./	Hol./	All	
		Conv.	VFR ²	Vac.	Other
Shopping	68%	47%	67%	74%	64%
Sightseeing	44%	31%	37%	53%	28%
VFR ²	41%	14%	94%	27%	37%
Sports/outdoors	32%	12%	24%	42%	25%
Bar or night club	22%	35%	16%	22%	17%
Historic site	21%	16%	17%	25%	11%
National/state park	16%	7%	10%	21%	9%
Museum/art gallery	15%	14%	14%	18%	8%
Cultural events	12%	8%	12%	14%	7%
Theme park	11%	5%	5%	17%	4%
Casino	10%	8%	4%	14%	9%
Zoo/aquarium/etc.	10%	5%	9%	13%	5%
Golfing	9%	4%	6%	12%	3%
Festivals/fairs	8%	4%	8%	10%	4%
Attend sports events	8%	5%	8%	9%	7%
Boating-kayak/canoe	6%	2%	5%	8%	4%
Fishing	3%	1%	3%	4%	2%
Snow skiing/boarding	2%	0%	1%	3%	1%
Hunting	0%	0%	0%	0%	0%
No activity stated	6%	26%	1%	2%	8%
Activities Sum³	338%	217%	340%	385%	243%

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, which is not available.

- Activity participation rates have been extremely stable at the national level over the past five years. For example, *shopping* rates have ranged from a low of 64 percent in 2002 to a high of 68 percent in 2004. *Shopping* rates have increased incrementally, and coincide with the improvement in the currency exchange rate from the Canadian visitor perspective.
- Activity participation 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, 74 percent of *pleasure/recreation/holiday* travelers went shopping, but nearly as many *visit friends or relatives* visitors participated in this activity (67%). Nearly half of *business/convention* visitors went shopping (47%) and one-third frequented *bars or night clubs* (35%).

- 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 such as Hawaii (index of 6.7 activities per visitor), New Mexico (6.2 activities), Arizona (5.9 activities), and Arkansas (5.8 activities). Border states tended to have a lower average number of activities in which visitors participate (2.5 – 3.4 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 four or five states that have a very long average length of stay. However, for most other states, average length of stay is two or three nights, but the activity participation index ranges from 2.5 to 6.5.

The popularity of *shopping* on U.S. trips was nearly universal; this activity had the highest participation rate for 45 of 51 destinations.

The states with the highest proportion of visitors who *sightsee* during their U.S. visit were Hawaii (91%), New Mexico (86%), Wyoming (85%), Louisiana (82%), and South Dakota (82%).

Iowa, Utah, Connecticut, and Nebraska had the highest proportions of Canadians *visiting friends or relatives* (62%-68%), while *sports participation or outdoor activity states* were relatively important activities for West Virginia, South Carolina, Hawaii, Kentucky, North Carolina, and Virginia (57%-73%). (Note: “*sports participation or outdoor activity*” is the best proxy activity for Canadians who are visiting lakes or ocean-front destinations.)

States with high proportions of Canadians visiting *historic sites* were South Dakota (73%), Wyoming (72%), New Mexico (72%), Louisiana (65%), Hawaii (65%), and Alaska (59%).

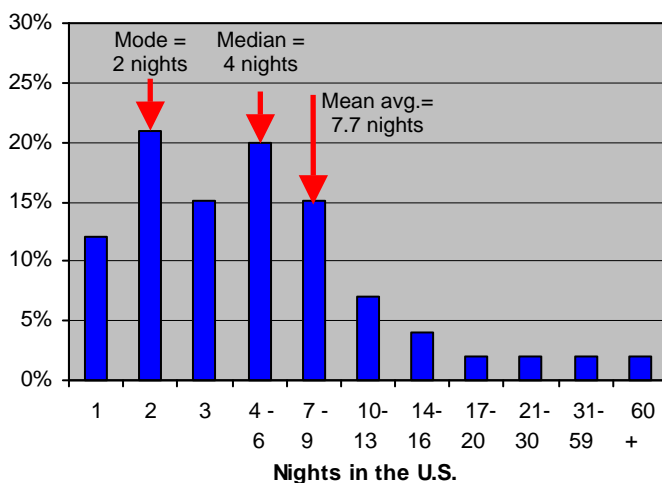
Data Table G shows a state-by-state comparison of the activity participation rates for each of the 19 activities. Although proportions like those reported in **Chart 6** are not shown in the data tables, proportions of a state’s visitors participating in an activity can be calculated by dividing the visitor volume for an activity by the state’s total Canadian visitor count.



Length of Stay

About 71 percent of all Canadian visitors to the U.S. were on day trips in 2004. However, this report only focuses on trips to the U.S. of one or more nights. Canadian overnight visitors stayed an average 7.7 nights in the U.S., 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 (33%), while many others stay either two nights (20%) or four-to-six nights (20%). Only a relatively small percentage of Canadians actually stay for durations near the average trip length of eight nights (15%). **Chart 7** shows the length of stay distribution and key summary statistics.

Chart 7: Length of Stay Distribution
(2004—all travel segments—1+ nights)



- Trip duration has remained mostly stable over the past five years; average length of stay among overnight trips ranged from a low of 7.4 nights in 2000 to a high of 8.0 in 2001. Accordingly, the length of stay distribution across trip duration categories has also been stable. For example, the trip segment of seven or more nights has accounted for a stable 32%-34% over the past five years. The trend for the leisure segment follows a similar trend, ranging from a low of 9.3 nights in 2000 to a high of 10.1 nights in 2001. Trip duration is stable from a mean average perspective, however, very small changes in stay length produces large changes in visitor nights. For example, using 2004 visitor volume, every one-tenth of a change in average length of stay produces a 1.4 million change in visitor nights.
- Average length of stay differed depending on trip purpose and ranged from a low of 4.2 nights for

business/convention visitors, to a high of 9.8 nights for *pleasure/recreation/holiday* visitors. Canadians *visiting friends or relatives* stayed an average of 6.0 nights, while those visiting for all *other* miscellaneous reasons stayed 5.2 nights.

- Average length of stay differed considerably depending on state destination. Thus, the 7.7 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 geography. In fact, only five states have an average length of stay exceeding the national average—the popular *snowbird* states of Arizona (19.1 nights), Florida (18.2 nights), Hawaii (15.0 nights), Texas (11.0 nights), and California (8.7%). These five states have such a strong influence that removing them produces a visitor-weighted average of only 5.0 nights—an average much closer to the median of all states. **Data Table A** provides a state-by-state comparison of average length of stay.

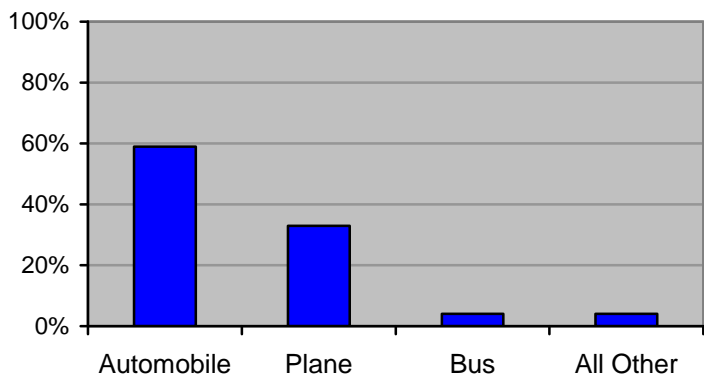
Mode of Transportation

Automobile was the dominant mode of transportation of entry to the U.S., accounting for 8.1 million visitors, or 59 percent of all the Canadian market. Other modes of transportation for entry into the U.S. were *airplane* (33%), *bus* (4%), *boat* (1%) and all *other* modes (3%, mostly *pedestrian*).

- Automobile has accounted for the majority of visitors over the past five years, ranging from a low of 54 percent in 2000 to the current 2004 level of 59 percent. Automobile's proportional increase has come at air travel's expense, which has fallen from 37 percent in 2000 to its current 2004 level of 33 percent.
- Mode of transportation for entry into the U.S. 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 U.S. for miscellaneous *other* purposes were the least likely to fly (18%).
- 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. **Data Table D** contains a state-by-state comparison of Canadian arrivals by mode of transportation of U.S. entry.



Chart 8: Mode of Transportation (U.S. Entry)
(2004—all travel segments—1+ nights)



Accommodations

Canadians most often stayed in *hotels or motels* (48%) during their U.S. visits. Other accommodations types were *homes of friends or relatives* (17%), *camping or trailer park* (7%), *cottage or cabin* (4%), or *other miscellaneous or combinations of types* (22%). 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, about nine percent of Canadians stayed in more than one type of accommodations during the U.S. trip.

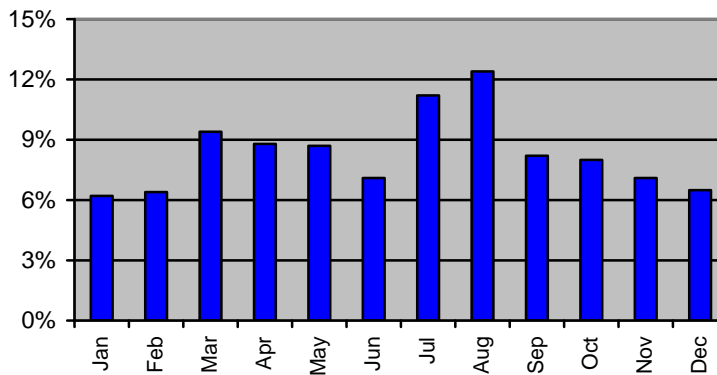
- Hotel/motel has been the dominant accommodations type over the past five years, ranging from 46-48 percent.
- Type of accommodations differs significantly with the trip purpose. Business travelers were the most likely to stay in a hotel or motel (84%) compared to 51 percent of leisure travelers. A fourth of those visiting friends or relatives included one or more nights in a hotel/motel.
- Nearly all fifty-one U.S. destination states had the greatest number of visitors stay in hotel and/or motel accommodations. Compared to the national average of 48 percent who used hotels and/or motels, use of hotel/motel as a proportion of total state visitors differed from a low of 34 percent for Washington to a high of 89 percent for West Virginia.

Season/Month of Travel

The third quarter (July-September) attracted 4.4 million visitors, or 32 percent of all Canadian travelers. Visitation in other quarters of the year were 2nd quarter (25%), 1st quarter (22%), and 4th quarter (22%). **Chart 9** shows the greatest number of visitors arrived in August (12%) and July (11%). All other months produced between six percent and nine percent of annual visitors.

For many U.S. destinations, the relatively high volume of Canadian travelers in late Spring and early Fall can be a potential strong origin market for increasing travel in these non-Summer “shoulder seasons.”

Chart 9: Month of Travel
(2004—all travel segments—1+ nights)



- Season of visit proportions have differed only slightly over the past five 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** shows that 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** (on the following page) shows a season-by-season proportional comparison for each state. **Data Table J** shows a state-by-state volume comparison for each season.

Chart 10: Quarter of Travel by Main Purpose of Trip
(2004—all travel segments—1+ nights)
row %s sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	25%	32%	22%
Pleasure/Rec./Holiday	23%	24%	35%	18%
Visit Friends/Relatives	20%	24%	30%	25%
Business/Convention	26%	27%	22%	25%
Other	16%	24%	34%	26%



Chart 11: Quarter of Travel by Destination

(2004—all travel segments—1+ nights)
sorted in descending order by Q3

State	Q1	Q2	Q3	Q4
Total U.S. (net)	22%	25%	32%	22%
<i>11 Border States</i>	15%	23%	42%	20%
South Dakota	11%	15%	62%	12%
Wyoming	9%	13%	60%	18%
Maine	8%	18%	60%	14%
Wisconsin	12%	25%	47%	16%
New Hampshire	10%	27%	47%	16%
Minnesota	15%	20%	45%	21%
Montana	15%	24%	45%	17%
North Dakota	15%	22%	43%	20%
Alaska	3%	44%	43%	10%
Vermont	17%	21%	42%	20%
New York	14%	24%	41%	20%
Washington	18%	25%	39%	19%
Oregon	24%	26%	37%	13%
Idaho	18%	23%	37%	22%
Massachusetts	16%	27%	35%	22%
Illinois	18%	23%	34%	25%
Michigan	17%	25%	34%	25%
Ohio	20%	27%	33%	20%
Connecticut	20%	18%	31%	31%
Nebraska	24%	24%	31%	21%
Pennsylvania	21%	27%	30%	21%
District of Columbia	11%	38%	30%	21%
Iowa	13%	37%	29%	20%
Missouri	19%	21%	28%	31%
New Jersey	14%	37%	28%	22%
Indiana	20%	25%	28%	28%
Colorado	22%	23%	25%	30%
Utah	24%	29%	25%	22%
Maryland	21%	23%	22%	33%
California	28%	26%	22%	23%
Oklahoma	37%	31%	21%	12%
Virginia	32%	28%	20%	21%
Kentucky	35%	32%	20%	14%
New Mexico	32%	24%	20%	24%
Hawaii	43%	17%	19%	21%
Nevada	30%	27%	18%	24%
Tennessee	37%	30%	17%	16%
Kansas	27%	35%	17%	21%
Texas	37%	25%	16%	23%
West Virginia	31%	24%	15%	30%
Georgia	38%	31%	14%	17%
Louisiana	24%	36%	13%	27%
North Carolina	36%	29%	12%	22%
Florida	45%	24%	11%	20%
South Carolina	41%	21%	11%	28%
Arizona	40%	28%	9%	23%

Note: Small sample size precludes releasing data for Alabama, Arkansas, Delaware, Mississippi, and Rhode Island.

Visitor Spending

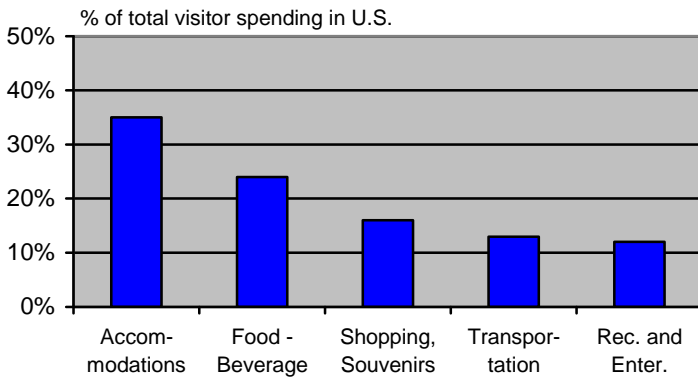
Canadian visitors spent a total of US\$6.63 billion dollars in the U.S. Accommodations accounted for the largest share of this amount (35%), followed by food and beverage (24%). Lower shares of total spending were made for shopping, souvenirs, etc. (16%), transportation while in the U.S. (13%), and recreation 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 (78% of the total amount).

- Trip spending by category has shown only very small shifts in the past five years. Accommodations has dominated the proportion of total spending over the past five years, even though its proportion has decreased from 38 percent of spending in 2000 to 35 percent in 2004. Conversely, the proportion spent on *other* goods and services, which includes shopping and souvenirs, has increased from 14 percent in 2000 to 16 percent in 2004.
- 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* (29%) and those traveling for *other* miscellaneous reasons (25%).
- Details of visitor spending are not available at the individual destination level.

Spending on a travel party basis increased in 2004 to \$1,143, a six percent increase from the 2003 level of \$1,082. Spending per visitor also increased six percent to reach \$479 due to a stable party size. Length of stay increased very slightly in 2004 (increase from 7.68 nights to 7.73 nights). These three factors combined—travel party spending, party size, and length of stay—produce a spending per visitor per day average. This measure inched up from \$59 to \$62 because party spending was much higher (the numerator in the ratio), but party size and length of stay were slightly higher (the denominator in the ratio). Thus, the increase in total visitor spending reflects increases in both the number of visitors and average spending per visitor.



Chart 12: How a Travel Dollar is Spent
(2004—all travel segments—1+ nights)

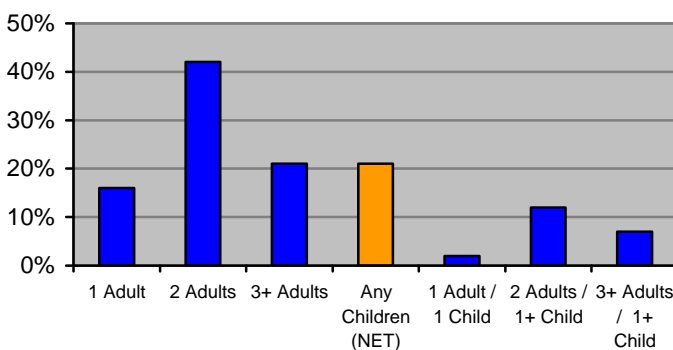


TRAVELER DEMOGRAPHICS

Composition and Size of Travel Party

Canadian travel to the U.S. is dominated by two-adult travel parties (42%). Half as many contained three or more adults (21%), while fewer still were comprised of one adult traveling alone (16%). Twenty-one percent of all travel parties included one or more children under age 20. The average party size was 2.07 persons in 2004. *Note: travel party composition distributions and average party size are based on only those travel parties for which the survey respondent provided composition details (representing 93% of all travelers). Thus, these proportions will be slightly larger than those based on all travelers.*

Chart 13: Composition of Travel Party
(2004—all travel segments—1+ nights)



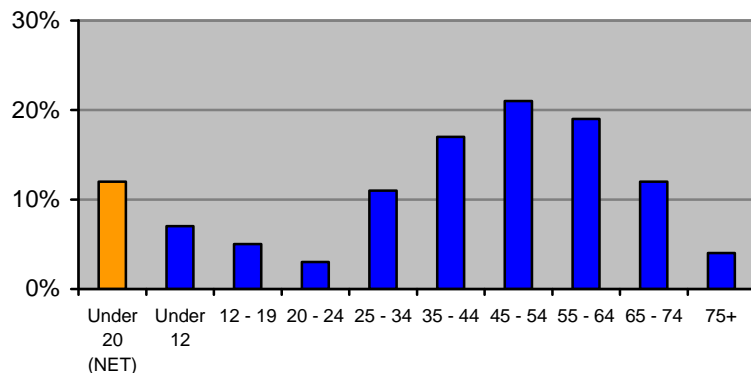
- Travel party composition has been stable over the past five years. No substantial trends emerge for any composition category. This includes average party size, which has ranged from 2.00 to 2.08 over the past five years. This may not seem substantial, but very small changes in mean average party size can produce large impacts on total travelers. In this case, the increase is a very meaningful and significant four percent change.

- Travel party composition differed greatly depending on main trip purpose. Leisure travelers had a higher incidence of two-adult parties (47%) or containing children (24%). Half of business travelers traveled alone (50%), and very few business travelers brought along children (4%).
- OTTI does not obtain travel party composition or average party size by state. However, given the differences across states in other related variables such as states visited, seasonality, length of stay, and activities, differences in party composition and average travel party size across states are likely.

Age

The age of Canadian travelers is centered around the 45-54 age group (21%). Although children are a part of 21 percent of all travel parties, they accounted for only 12 percent of all travelers and nine percent of destination visits. The 55-64 age group (19%) and the 35-44 age group (17%) 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
(2004—all travel segments—1+ nights)



- The distribution of traveler age has remained stable over the past five years. The proportions in the two eldest age groups are creeping upward, but changes over the past five years are insignificant in terms of volume of travelers.
- Traveler age differed depending on trip purpose. Canadians traveling for *business/convention* were concentrated in the 35-44 (29%) and 45-54 (32%) age groups.
- Traveler age differed greatly across the 51 destinations. For example, the proportion of children travelers (age 0-19) ranged from four to 12 percent.



Gender

Women travelers slightly outnumbered men, 53 percent to 47 percent, respectively. *Note: gender distributions are based on only those travel parties for which the survey respondent provided gender details (representing 90% 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 five years at a

consistent level between 51 percent and 53 percent.

- Females generated more travelers for each trip purpose segment except for *business/convention*; 64 percent of business travelers are males.
- The proportion of women ranged from a low of 35 percent for Iowa to a high of 56 percent for Louisiana.



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 United States residents visiting Canada were distributed to these

travelers when returning to their country by United States Customs officials. The questionnaires were processed by the United States 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 2004 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 2004, 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 U.S. travelers).

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

Questionnaire (8-2200-356) for United States 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 United States 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)¹ 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 2004, 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.

¹ 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.



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 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 U.S. travelers, Canadian travelers returning from the U.S. 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.

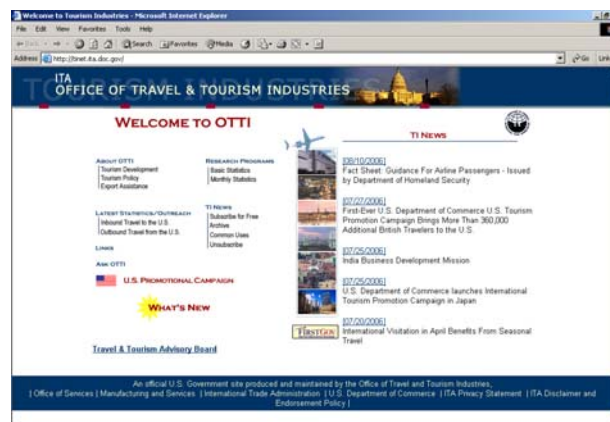
Custom tabulations on the data from which this report is based can be purchased directly from Statistics Canada. Data can be purchased and downloaded directly from the website using a credit card.



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 U.S.

- All of the latest summary tables highlighting specific tourism trends
- Over 30 plus market and regional profiles available
- Forecast of international travelers to the U.S. through 2011
- Information on OTTI's nine on-going market analysis (research) programs
- Updated monthly statistics on arrivals and departures
- Late-breaking TI News announcements and information releases
- Links and information on the Department of Commerce, Commercial Service Travel & Tourism Team in the USA & abroad
- Links to other organizations in the travel industry

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



Appendix C— RESEARCH AND MARKETING ASSISTANCE

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

- **Monthly Arrivals** tables posted to the OTTI website include historical monthly arrivals for the past ten years. Go to:
<http://www.tinet.ita.doc.gov/view/m-2006-l-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/inbound.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 and can be reached at (202)-482-4754.
- **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 small and mid-sized U.S. businesses. The primary Canada Commercial Service Specialists are:

Cheryl Schell

Commercial Specialist—Travel & Tourism
U.S. 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

Viktoría Palfi

Commercial Specialist—Travel & Tourism
U.S. Commercial Service—Toronto
Suite 602 - 480 University Avenue
Toronto, Ontario, M5G 1V2 CANADA
Telephone: (416)-595-5412 (ext. 229)
Email: viktorija.palfi@mail.doc.gov

U.S. Commercial Service Products and Services

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

Counseling and Advocacy

Counseling

U.S. Commercial Service trade specialists near you 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 U.S. 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 U.S. 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.

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.

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 for current Catalog Events.



2004 DATA TABLES

Appendix A
Canadian Visitors to the U.S. by Visitors/Visitor-Nights/Average Nights
One or More Nights - 2004

2004 Census Region / State	VISITORS		VISITOR-NIGHTS		NIGHTS PER VISIT	
	Total Canada (000s)	Percent Change 04/03	Total Canada (000s)	Percent Change 04/03	Average Nights Per Visit	Percent Change 04/03
TOTAL U.S. (NET) ⁽¹⁾	13,857	9.4%	107,067	10.0%	7.7	0.5%
TOTAL U.S. (SUM) ⁽²⁾	19,467	11.1%	---	---	---	---
NEW ENGLAND	2,214	7%	7,201	8%	3.3	1%
CONNECTICUT	106	5%	352	1%	3.3	-4%
MAINE	686	13%	2,254	22%	3.3	8%
MASSACHUSETTS	459	9%	1,903	3%	4.2	-6%
NEW HAMPSHIRE	329	6%	893	5%	2.7	-1%
RHODE ISLAND ⁽³⁾						
VERMONT	597	0%	1,642	1%	2.7	2%
MID ATLANTIC	3,079	12%	8,730	11%	2.8	-1%
NEW JERSEY	231	6%	899	2%	3.9	-3%
NEW YORK	2,257	13%	6,379	13%	2.8	1%
PENNSYLVANIA	591	12%	1,452	7%	2.5	-4%
SOUTH ATLANTIC	3,998	15%	42,474	11%	10.6	-4%
DELAWARE ⁽³⁾						
DISTRICT OF COLUMBIA	120	18%	399	-6%	3.3	-20%
FLORIDA	1,911	14%	34,793	10%	18.2	-4%
GEORGIA	389	20%	1,189	23%	3.1	3%
MARYLAND	189	23%	545	-12%	2.9	-29%
NORTH CAROLINA	343	13%	1,150	11%	3.4	-2%
SOUTH CAROLINA	398	20%	2,794	31%	7.0	9%
VIRGINIA	437	9%	1,278	13%	2.9	3%
WEST VIRGINIA	192	11%	264	6%	1.4	-4%
EAST NORTH CENTRAL	2,390	11%	6,847	13%	2.9	2%
ILLINOIS	361	18%	1,198	23%	3.3	4%
INDIANA	201	18%	690	17%	3.4	-1%
MICHIGAN	1,143	6%	3,027	8%	2.6	2%
OHIO	495	11%	1,311	6%	2.6	-4%
WISCONSIN	189	15%	621	26%	3.3	9%
WEST NORTH CENTRAL	1,348	20%	3,539	15%	2.6	-4%
IOWA	93	11%	259	-10%	2.8	-19%
KANSAS	36	9%	147	49%	4.1	37%
MINNESOTA	607	27%	1,556	21%	2.6	-5%
MISSOURI	116	18%	427	-9%	3.7	-23%
NEBRASKA	40	-2%	124	20%	3.1	22%
NORTH DAKOTA	340	10%	699	15%	2.1	4%
SOUTH DAKOTA	115	37%	327	47%	2.8	8%
EAST SOUTH CENTRAL	670	11%	1,654	12%	2.5	1%
ALABAMA ⁽³⁾						
KENTUCKY	275	14%	572	12%	2.1	-1%
MISSISSIPPI ⁽³⁾						
TENNESSEE	316	10%	745	5%	2.4	-5%
WEST SOUTH CENTRAL	448	10%	3,568	-3%	8.0	-11%
ARKANSAS ⁽³⁾						
LOUISIANA	109	31%	508	45%	4.7	11%
OKLAHOMA ⁽³⁾						
TEXAS	259	5%	2,835	-8%	11.0	-12%
MOUNTAIN	2,190	11%	14,112	14%	6.4	3%
ARIZONA	356	19%	6,804	26%	19.1	6%
COLORADO	114	-5%	624	-16%	5.5	-11%
IDAHO	223	7%	639	-5%	2.9	-11%
MONTANA	441	12%	1,468	11%	3.3	-1%
NEVADA	761	7%	3,593	6%	4.7	-1%
NEW MEXICO	59	30%	244	49%	4.1	15%
UTAH	147	19%	552	15%	3.7	-3%
WYOMING	90	36%	189	16%	2.1	-15%
PACIFIC	3,131	5%	17,875	5%	5.7	0%
CALIFORNIA	983	10%	8,558	9%	8.7	-2%
OREGON	298	3%	1,090	2%	3.7	-1%
WASHINGTON	1,552	6%	4,402	3%	2.8	-3%
ALASKA	72	-4%	434	1%	6.1	5%
HAWAII	226	-13%	3,391	-1%	15.0	14%

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 100.

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

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

Appendix B
Canadian Visitors to the U.S. by Expenditures
One or More Nights - 2004

2004 Census Region / State	VISITORS		VISITOR SPENDING (1+ NIGHTS)				
	Total Canada (000s)	1+ Nights (\$US 000s)	Percent Change 04/03	Spending Per Visitor 1+ Nights (\$US)	Percent Change 04/03	Average Daily Per Person 1+ Nights (\$US)	Percent Change 04/03
TOTAL U.S. (NET) ⁽¹⁾	13,857	\$ 6,628,170	15.6%	\$ 478	5.6%	\$ 62	-12.8%
TOTAL U.S. (SUM) ⁽²⁾	19,467	\$ 6,542,142	15.6%	---	---	---	---
NEW ENGLAND	2,214	\$ 432,038	20%	\$ 195	12%	\$ 60	10%
CONNECTICUT	106	\$ 24,487	17%	\$ 231	12%	\$ 70	16%
MAINE	686	\$ 131,539	29%	\$ 192	14%	\$ 58	6%
MASSACHUSETTS	459	\$ 133,178	11%	\$ 290	1%	\$ 70	8%
NEW HAMPSHIRE	329	\$ 52,902	19%	\$ 161	13%	\$ 59	14%
RHODE ISLAND ⁽³⁾							
VERMONT	597	\$ 78,428	21%	\$ 131	22%	\$ 48	20%
MID ATLANTIC	3,079	\$ 634,069	24%	\$ 206	11%	\$ 73	12%
NEW JERSEY	231	\$ 60,261	-6%	\$ 261	-11%	\$ 67	-9%
NEW YORK	2,257	\$ 486,939	32%	\$ 216	17%	\$ 76	16%
PENNSYLVANIA	591	\$ 86,869	13%	\$ 147	1%	\$ 60	6%
SOUTH ATLANTIC	3,998	\$ 2,086,411	20%	\$ 522	4%	\$ 49	8%
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	120	\$ 51,279	13%	\$ 427	-5%	\$ 129	20%
FLORIDA	1,911	\$ 1,596,611	17%	\$ 836	2%	\$ 46	7%
GEORGIA	389	\$ 83,950	28%	\$ 216	6%	\$ 71	3%
MARYLAND	189	\$ 32,140	24%	\$ 170	1%	\$ 59	42%
NORTH CAROLINA	343	\$ 60,120	32%	\$ 175	16%	\$ 52	19%
SOUTH CAROLINA	398	\$ 175,669	44%	\$ 441	20%	\$ 63	10%
VIRGINIA	437	\$ 67,913	17%	\$ 155	7%	\$ 53	3%
WEST VIRGINIA	192	\$ 10,760	28%	\$ 56	16%	\$ 41	21%
EAST NORTH CENTRAL	2,390	\$ 476,501	16%	\$ 199	5%	\$ 70	3%
ILLINOIS	361	\$ 133,278	11%	\$ 369	-6%	\$ 111	-10%
INDIANA	201	\$ 41,903	54%	\$ 209	30%	\$ 61	31%
MICHIGAN	1,143	\$ 165,971	7%	\$ 145	1%	\$ 55	-1%
OHIO	495	\$ 87,128	11%	\$ 176	0%	\$ 66	4%
WISCONSIN	189	\$ 48,221	59%	\$ 255	39%	\$ 78	27%
WEST NORTH CENTRAL	1,348	\$ 252,962	18%	\$ 188	-1%	\$ 71	3%
IOWA	93	\$ 15,315	9%	\$ 165	-2%	\$ 59	21%
KANSAS	36	\$ 7,800	-17%	\$ 216	-24%	\$ 53	-45%
MINNESOTA	607	\$ 116,857	26%	\$ 193	-1%	\$ 75	4%
MISSOURI	116	\$ 39,298	4%	\$ 339	-12%	\$ 92	14%
NEBRASKA	40	\$ 5,448	-23%	\$ 136	-21%	\$ 44	-36%
NORTH DAKOTA	340	\$ 48,053	22%	\$ 141	10%	\$ 69	6%
SOUTH DAKOTA	115	\$ 20,191	49%	\$ 175	9%	\$ 62	1%
EAST SOUTH CENTRAL	670	\$ 104,215	6%	\$ 156	-4%	\$ 63	-5%
ALABAMA ⁽³⁾							
KENTUCKY	275	\$ 29,020	21%	\$ 105	7%	\$ 51	8%
MISSISSIPPI ⁽³⁾							
TENNESSEE	316	\$ 53,534	-4%	\$ 170	-13%	\$ 72	-9%
WEST SOUTH CENTRAL	448	\$ 252,594	12%	\$ 564	2%	\$ 71	15%
ARKANSAS ⁽³⁾							
LOUISIANA	109	\$ 71,161	35%	\$ 652	3%	\$ 140	-7%
OKLAHOMA ⁽³⁾							
TEXAS	259	\$ 167,680	8%	\$ 648	3%	\$ 59	17%
MOUNTAIN	2,190	\$ 1,023,472	15%	\$ 467	3%	\$ 73	0%
ARIZONA	356	\$ 282,729	22%	\$ 794	2%	\$ 42	-3%
COLORADO	114	\$ 59,032	-18%	\$ 519	-14%	\$ 95	-3%
IDAHO	223	\$ 33,642	4%	\$ 151	-2%	\$ 53	9%
MONTANA	441	\$ 80,256	36%	\$ 182	21%	\$ 55	23%
NEVADA	761	\$ 500,862	14%	\$ 658	7%	\$ 139	8%
NEW MEXICO	59	\$ 19,714	22%	\$ 335	-6%	\$ 81	-18%
UTAH	147	\$ 34,353	2%	\$ 233	-15%	\$ 62	-12%
WYOMING	90	\$ 12,885	31%	\$ 144	-4%	\$ 68	13%
PACIFIC	3,131	\$ 1,279,881	6%	\$ 409	1%	\$ 72	1%
CALIFORNIA	983	\$ 647,025	11%	\$ 658	1%	\$ 76	2%
OREGON	298	\$ 60,157	5%	\$ 202	2%	\$ 55	3%
WASHINGTON	1,552	\$ 223,140	9%	\$ 144	2%	\$ 51	5%
ALASKA	72	\$ 41,814	-17%	\$ 583	-14%	\$ 96	-18%
HAWAII	226	\$ 307,745	-2%	\$ 1,362	13%	\$ 91	-1%

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 100.

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

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

Appendix C
Canadian Visitors to the U.S. by Province of Residence
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	PROVINCE OF ORIGIN (1+ NIGHTS)										
		New- found- land (000s)	Prince Edward Island (000s)	Nova Scotia (000s)	New Brunsw- wick (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⁾	13,857	39	24	232	267	2,477	6,513	604	211	1,165	2,303	22
TOTAL U.S. (SUM) ⁽²⁾	19,467	59	44	383	408	3,068	9,636	841	357	1,711	2,935	26
NEW ENGLAND	2,214	14	24	178	232	1,149	516	8	4	28	61	*
CONNECTICUT	106	*	2	11	7	28	45	1	*	5	6	*
MAINE	686	7	12	102	155	312	80	1	1	7	9	*
MASSACHUSETTS	459	3	6	27	26	199	151	2	2	11	32	*
NEW HAMPSHIRE	329	3	3	31	37	161	86	1	*	2	5	*
RHODE ISLAND ⁽³⁾												
VERMONT	597	1	*	5	6	436	139	3	*	2	4	*
MID ATLANTIC	3,079	6	7	46	44	735	2,068	10	13	63	86	*
NEW JERSEY	231	*	*	7	7	61	128	3	1	8	15	*
NEW YORK	2,257	4	5	31	20	573	1,516	4	7	45	51	*
PENNSYLVANIA	591	2	2	8	17	101	424	3	6	10	19	*
SOUTH ATLANTIC	3,998	22	7	73	83	769	2,734	45	27	120	117	3
DELAWARE ⁽³⁾												
DISTRICT OF COLUMBIA	120	*	*	4	5	21	66	1	*	7	15	*
FLORIDA	1,911	17	5	37	33	400	1,238	28	16	75	61	2
GEORGIA	389	2	*	3	5	39	296	7	3	17	16	1
MARYLAND	189	1	*	2	6	48	113	3	1	4	10	*
NORTH CAROLINA	343	*	1	7	7	67	249	2	3	6	1	*
SOUTH CAROLINA	398	1	*	7	9	55	313	3	3	3	5	*
VIRGINIA	437	1	1	9	11	130	269	2	1	6	7	*
WEST VIRGINIA	192	*	*	2	2	7	180	*	*	*	1	*
EAST NORTH CENTRAL	2,390	4	3	23	6	104	2,014	66	24	72	73	1
ILLINOIS	361	2	*	9	1	30	254	16	5	18	27	*
INDIANA	201	*	*	2	2	10	159	2	3	13	10	*
MICHIGAN	1,143	1	*	5	*	28	1,055	18	7	18	12	*
OHIO	495	*	1	5	1	22	434	3	2	9	17	1
WISCONSIN	189	*	1	2	2	14	113	27	8	15	8	*
WEST NORTH CENTRAL	1,348	2	1	6	8	28	511	539	117	89	46	*
IOWA	93	*	1	3	*	5	59	11	4	7	4	*
KANSAS	36	*	*	*	*	2	16	10	3	4	2	*
MINNESOTA	607	1	*	*	3	10	269	257	18	31	16	*
MISSOURI	116	1	*	*	1	6	76	12	6	6	7	*
NEBRASKA	40	*	*	*	1	3	13	13	2	3	5	*
NORTH DAKOTA	340	*	*	*	1	*	38	205	62	28	6	*
SOUTH DAKOTA	115	*	*	2	1	3	41	31	22	10	5	*
EAST SOUTH CENTRAL	670	1	1	7	6	19	575	17	7	18	19	*
ALABAMA ⁽³⁾												
KENTUCKY	275	*	*	2	1	2	254	3	1	7	4	*
MISSISSIPPI ⁽³⁾												
TENNESSEE	316	1	*	4	4	12	267	8	3	7	10	*
WEST SOUTH CENTRAL	448	4	1	12	4	36	247	37	11	65	30	*
ARKANSAS ⁽³⁾												
LOUISIANA	109	1	*	2	2	8	66	8	4	9	9	*
OKLAHOMA ⁽³⁾												
TEXAS	259	3	1	6	2	23	137	18	4	49	17	*
MOUNTAIN	2,190	4	1	20	12	122	530	82	115	828	469	8
ARIZONA	356	*	*	6	4	23	115	16	17	91	84	*
COLORADO	114	*	*	2	3	6	40	6	10	30	16	*
IDAHO	223	*	*	1	1	1	13	5	11	125	63	2
MONTANA	441	*	*	2	1	7	51	13	31	290	44	2
NEVADA	761	3	1	4	3	74	201	24	22	203	223	4
NEW MEXICO	59	*	*	2	*	2	32	6	4	7	6	*
UTAH	147	*	*	*	*	2	39	8	10	64	25	*
WYOMING	90	*	*	2	*	7	40	5	9	19	8	*
PACIFIC	3,131	4	*	18	13	104	441	36	38	427	2,035	14
CALIFORNIA	983	4	*	5	9	69	301	23	17	189	365	1
OREGON	298	*	*	1	1	3	15	2	3	50	223	1
WASHINGTON	1,552	*	*	7	1	17	64	6	7	124	1,323	3
ALASKA	72	*	*	1	*	7	18	1	1	20	14	10
HAWAII	226	*	*	5	3	8	43	5	10	44	109	*

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 100.

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

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

Appendix D
Canadian Visitors to the U.S. by Mode of Transportation
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	MODE OF TRANSPORTATION (1+ NIGHTS)			
		Auto (000s)	Air (000s)	Bus (000s)	Other (NET) (000s)
TOTAL U.S. (NET) ⁽¹⁾	13,857	8,129	4,583	562	582
TOTAL U.S. (SUM) ⁽²⁾	19,467	12,475	5,298	773	921
NEW ENGLAND	2,214	1,746	212	87	170
CONNECTICUT	106	70	31	3	3
MAINE	686	576	16	25	69
MASSACHUSETTS	459	290	126	27	15
NEW HAMPSHIRE	329	262	9	5	52
RHODE ISLAND ⁽³⁾					
VERMONT	597	520	20	26	31
MID ATLANTIC	3,079	2,192	541	173	173
NEW JERSEY	231	128	86	16	1
NEW YORK	2,257	1,604	374	132	147
PENNSYLVANIA	591	460	82	25	25
SOUTH ATLANTIC	3,998	2,283	1,600	79	36
DELAWARE ⁽³⁾					
DISTRICT OF COLUMBIA	120	27	82	8	3
FLORIDA	1,911	731	1,148	26	6
GEORGIA	389	261	115	6	7
MARYLAND	189	141	42	5	1
NORTH CAROLINA	343	264	69	3	6
SOUTH CAROLINA	398	326	62	11	*
VIRGINIA	437	351	62	16	8
WEST VIRGINIA	192	175	8	5	4
EAST NORTH CENTRAL	2,390	1,670	388	173	159
ILLINOIS	361	134	192	29	6
INDIANA	201	128	32	35	5
MICHIGAN	1,143	913	35	91	104
OHIO	495	374	81	13	27
WISCONSIN	189	121	47	5	16
WEST NORTH CENTRAL	1,348	1,037	126	110	75
IOWA	93	43	14	4	32
KANSAS	36	24	9	3	*
MINNESOTA	607	480	50	65	13
MISSOURI	116	65	35	16	*
NEBRASKA	40	30	8	1	1
NORTH DAKOTA	340	316	4	5	15
SOUTH DAKOTA	115	80	5	16	14
EAST SOUTH CENTRAL	670	517	91	22	39
ALABAMA ⁽³⁾					
KENTUCKY	275	228	26	9	13
MISSISSIPPI ⁽³⁾					
TENNESSEE	316	237	47	12	20
WEST SOUTH CENTRAL	448	153	273	4	18
ARKANSAS ⁽³⁾					
LOUISIANA	109	27	75	2	5
OKLAHOMA ⁽³⁾					
TEXAS	259	77	173	*	9
MOUNTAIN	2,190	1,095	943	85	68
ARIZONA	356	134	217	3	2
COLORADO	114	36	74	2	2
IDAHO	223	178	14	21	8
MONTANA	441	381	15	15	30
NEVADA	761	177	547	33	4
NEW MEXICO	59	33	21	1	3
UTAH	147	99	43	1	4
WYOMING	90	56	11	9	14
PACIFIC	3,131	1,783	1,125	39	184
CALIFORNIA	983	207	749	6	21
OREGON	298	220	36	12	30
WASHINGTON	1,552	1,323	86	17	126
ALASKA	72	29	33	4	5
HAWAII	226	4	220	1	2

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 100.

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

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

Appendix E
Canadian Visitors to the U.S. by Type of Accommodations
One or More Nights - 2004

2004 Census Region / State	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)	Not Stated (000s)
TOTAL U.S. (NET) ⁽¹⁾	13,857	923	555	6,255	2,369	2,821	933
TOTAL U.S. (SUM) ⁽²⁾	19,467	1,602	610	9,495	3,012	2,583	2,166
NEW ENGLAND	2,214	217	150	975	384	312	176
CONNECTICUT	106	1	*	47	37	16	4
MAINE	686	89	44	343	86	67	57
MASSACHUSETTS	459	16	9	209	123	72	29
NEW HAMPSHIRE	329	29	6	154	47	63	31
RHODE ISLAND ⁽³⁾							
VERMONT	597	81	91	204	83	85	53
MID ATLANTIC	3,079	260	105	1,443	613	340	318
NEW JERSEY	231	2	*	103	70	37	19
NEW YORK	2,257	227	104	981	439	270	236
PENNSYLVANIA	591	31	2	359	104	33	63
SOUTH ATLANTIC	3,998	173	45	1,916	516	754	594
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	120	2	*	87	14	12	4
FLORIDA	1,911	82	32	710	337	586	164
GEORGIA	389	26	*	266	38	20	40
MARYLAND	189	5	*	92	26	6	59
NORTH CAROLINA	343	17	7	197	32	25	65
SOUTH CAROLINA	398	14	5	238	26	66	50
VIRGINIA	437	21	1	163	33	35	184
WEST VIRGINIA	192	7	*	146	9	2	28
EAST NORTH CENTRAL	2,390	134	22	1,229	572	165	269
ILLINOIS	361	7	*	239	73	22	19
INDIANA	201	12	1	116	22	22	29
MICHIGAN	1,143	63	18	508	364	71	120
OHIO	495	32	3	254	83	34	90
WISCONSIN	189	20	1	112	29	16	12
WEST NORTH CENTRAL	1,348	134	10	822	92	112	178
IOWA	93	6	*	46	6	27	9
KANSAS	36	2	*	19	8	1	7
MINNESOTA	607	55	8	381	40	52	71
MISSOURI	116	5	1	70	12	8	20
NEBRASKA	40	3	*	21	4	2	9
NORTH DAKOTA	340	37	1	229	20	13	39
SOUTH DAKOTA	115	26	*	56	3	9	22
EAST SOUTH CENTRAL	670	45	3	396	49	44	131
ALABAMA ⁽³⁾							
KENTUCKY	275	18	2	176	17	8	55
MISSISSIPPI ⁽³⁾							
TENNESSEE	316	19	1	180	23	24	69
WEST SOUTH CENTRAL	448	33	4	263	63	53	32
ARKANSAS ⁽³⁾							
LOUISIANA	109	9	*	78	9	7	6
OKLAHOMA ⁽³⁾							
TEXAS	259	17	1	139	51	39	11
MOUNTAIN	2,190	205	52	1,272	185	280	195
ARIZONA	356	50	8	130	62	81	25
COLORADO	114	5	*	57	21	22	8
IDAHO	223	28	4	108	17	29	36
MONTANA	441	58	36	210	39	63	36
NEVADA	761	28	*	622	17	44	50
NEW MEXICO	59	5	1	32	6	8	6
UTAH	147	13	*	63	22	25	24
WYOMING	90	19	3	50	2	6	10
PACIFIC	3,131	401	219	1,178	537	524	272
CALIFORNIA	983	46	3	482	195	219	39
OREGON	298	40	*	74	27	64	93
WASHINGTON	1,552	299	211	491	296	128	127
ALASKA	72	16	2	26	2	18	8
HAWAII	226	*	3	105	16	95	6

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 100.

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

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

Appendix F
Canadian Visitors to the U.S. by Purpose of Trip
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	PURPOSE OF TRIP (1+ NIGHTS)			
		Business/ Convention (000s)	Visit Friends or Relatives (000s)	Holiday/ Vacation (000s)	Other (000s)
TOTAL U.S. (NET) ⁽¹⁾	13,857	1,985	2,975	5,927	2,970
TOTAL U.S. (SUM) ⁽²⁾	19,467	2,343	3,762	11,741	1,621
NEW ENGLAND	2,214	174	492	1,346	202
CONNECTICUT	106	22	51	27	7
MAINE	686	31	109	474	72
MASSACHUSETTS	459	89	158	178	34
NEW HAMPSHIRE	329	9	58	225	37
RHODE ISLAND ⁽³⁾					
VERMONT	597	15	107	428	48
MID ATLANTIC	3,079	354	734	1,650	342
NEW JERSEY	231	44	90	81	16
NEW YORK	2,257	231	497	1,238	291
PENNSYLVANIA	591	79	147	330	35
SOUTH ATLANTIC	3,998	387	465	3,001	145
DELAWARE ⁽³⁾					
DISTRICT OF COLUMBIA	120	57	17	38	8
FLORIDA	1,911	134	222	1,505	50
GEORGIA	389	63	52	256	19
MARYLAND	189	29	28	118	14
NORTH CAROLINA	343	36	51	239	16
SOUTH CAROLINA	398	17	28	342	13
VIRGINIA	437	35	51	337	14
WEST VIRGINIA	192	6	15	160	11
EAST NORTH CENTRAL	2,390	450	693	921	325
ILLINOIS	361	133	90	105	33
INDIANA	201	45	47	90	19
MICHIGAN	1,143	138	393	418	195
OHIO	495	99	118	233	45
WISCONSIN	189	36	45	75	33
WEST NORTH CENTRAL	1,348	138	198	808	203
IOWA	93	21	15	50	7
KANSAS	36	8	10	17	2
MINNESOTA	607	50	77	369	111
MISSOURI	116	28	24	58	6
NEBRASKA	40	5	11	21	4
NORTH DAKOTA	340	15	48	215	63
SOUTH DAKOTA	115	10	15	79	11
EAST SOUTH CENTRAL	670	77	78	482	32
ALABAMA ⁽³⁾					
KENTUCKY	275	23	31	210	11
MISSISSIPPI ⁽³⁾					
TENNESSEE	316	43	37	222	14
WEST SOUTH CENTRAL	448	147	94	178	29
ARKANSAS ⁽³⁾					
LOUISIANA	109	44	9	51	6
OKLAHOMA ⁽³⁾					
TEXAS	259	88	65	92	14
MOUNTAIN	2,190	271	312	1,472	135
ARIZONA	356	43	60	238	16
COLORADO	114	49	27	33	5
IDAHO	223	10	46	147	19
MONTANA	441	23	74	301	43
NEVADA	761	116	48	568	30
NEW MEXICO	59	4	16	37	2
UTAH	147	15	32	90	10
WYOMING	90	12	10	59	10
PACIFIC	3,131	344	696	1,883	208
CALIFORNIA	983	192	247	491	53
OREGON	298	28	53	199	18
WASHINGTON	1,552	105	380	942	125
ALASKA	72	8	6	50	8
HAWAII	226	11	11	201	4

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 100.

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

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

**Appendix G1
Canadian Visitors to the U.S. by Activity
One or More Nights - 2004**

2004 Census Region / State	VISITORS		ACTIVITY ON U.S. TRIP (1+ NIGHTS)				
	Total Canada (000s)	Shopping (000s)	Sightsee (000s)	Visit Friends/ Relatives (000s)	Participate in Sports/ Outdoor Activities (000s)	Visit a Historic Site (000s)	Go to a Bar or Night Club (000s)
TOTAL U.S. (NET) ⁽¹⁾	13,857	9,398	6,117	5,627	4,499	2,852	3,040
TOTAL U.S. (SUM) ⁽²⁾	19,467	14,009	10,120	8,587	7,302	5,148	4,521
NEW ENGLAND	2,214	1,428	925	856	789	451	320
CONNECTICUT	106	67	46	68	17	24	18
MAINE	686	496	295	213	262	107	102
MASSACHUSETTS	459	305	235	254	98	155	102
NEW HAMPSHIRE	329	227	147	103	127	69	36
RHODE ISLAND ⁽³⁾							
VERMONT	597	309	179	196	277	81	51
MID ATLANTIC	3,079	1,980	1,371	1,279	1,029	737	659
NEW JERSEY	231	155	110	142	52	74	63
NEW YORK	2,257	1,394	945	851	710	478	475
PENNSYLVANIA	591	432	316	287	267	185	121
SOUTH ATLANTIC	3,998	3,287	2,348	1,938	2,218	1,030	1,077
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	120	70	72	40	25	65	38
FLORIDA	1,911	1,597	1,060	983	1,011	365	498
GEORGIA	389	309	251	220	209	121	109
MARYLAND	189	143	105	73	86	53	59
NORTH CAROLINA	343	274	211	182	201	107	91
SOUTH CAROLINA	398	353	254	145	290	119	124
VIRGINIA	437	354	264	217	248	147	86
WEST VIRGINIA	192	174	119	75	141	45	67
EAST NORTH CENTRAL	2,390	1,514	908	1,147	573	419	471
ILLINOIS	361	236	190	155	75	98	132
INDIANA	201	143	95	82	56	56	46
MICHIGAN	1,143	688	337	585	237	125	148
OHIO	495	327	189	230	164	90	108
WISCONSIN	189	119	97	95	41	50	36
WEST NORTH CENTRAL	1,348	986	585	442	305	340	274
IOWA	93	55	65	63	17	32	20
KANSAS	36	26	19	20	10	13	11
MINNESOTA	607	421	179	151	136	88	100
MISSOURI	116	88	77	47	34	40	38
NEBRASKA	40	29	29	25	16	18	13
NORTH DAKOTA	340	274	121	93	59	66	63
SOUTH DAKOTA	115	94	95	43	32	84	28
EAST SOUTH CENTRAL	670	564	456	346	374	238	172
ALABAMA ⁽³⁾							
KENTUCKY	275	235	193	148	165	98	64
MISSISSIPPI ⁽³⁾							
TENNESSEE	316	264	200	161	169	100	82
WEST SOUTH CENTRAL	448	337	302	210	165	224	174
ARKANSAS ⁽³⁾							
LOUISIANA	109	90	90	32	29	71	63
OKLAHOMA ⁽³⁾							
TEXAS	259	187	151	126	100	110	83
MOUNTAIN	2,190	1,730	1,545	959	778	807	743
ARIZONA	356	300	275	209	184	187	94
COLORADO	114	75	59	49	36	43	44
IDAHO	223	173	146	110	90	79	38
MONTANA	441	322	244	192	179	147	111
NEVADA	761	630	589	230	179	172	392
NEW MEXICO	59	50	50	33	20	42	16
UTAH	147	113	106	98	60	73	25
WYOMING	90	69	76	37	29	64	23
PACIFIC	3,131	2,182	1,680	1,410	1,071	902	631
CALIFORNIA	983	769	663	534	309	337	259
OREGON	298	207	204	164	111	113	60
WASHINGTON	1,552	944	555	646	458	263	206
ALASKA	72	55	52	12	30	42	28
HAWAII	226	207	206	53	164	146	79

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 100.

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

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

Appendix G2
Canadian Visitors to the U.S. by Activity
One or More Nights - 2004

2004 Census Region / State	ACTIVITY ON U.S. TRIP (1+ NIGHTS)						
	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⁾	2,175	2,141	1,575	1,672	1,453	1,380	1,189
TOTAL U.S. (SUM) ⁽²⁾	3,841	3,788	2,840	2,674	2,314	2,297	2,243
NEW ENGLAND	426	292	160	114	26	88	76
CONNECTICUT	17	23	8	8	7	5	5
MAINE	118	64	92	24	6	21	21
MASSACHUSETTS	79	107	20	44	5	46	17
NEW HAMPSHIRE	89	44	24	15	1	9	9
RHODE ISLAND ⁽³⁾							
VERMONT	111	50	12	23	3	7	23
MID ATLANTIC	448	571	260	376	83	206	192
NEW JERSEY	36	48	26	28	24	18	6
NEW YORK	312	370	133	276	37	118	83
PENNSYLVANIA	100	152	100	72	22	70	103
SOUTH ATLANTIC	692	744	1,182	564	200	690	901
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	31	67	8	22	6	17	10
FLORIDA	295	269	702	269	127	381	386
GEORGIA	69	84	101	65	11	64	79
MARYLAND	30	38	37	17	9	21	28
NORTH CAROLINA	65	64	87	44	12	59	76
SOUTH CAROLINA	69	72	93	59	11	60	163
VIRGINIA	99	110	99	52	14	67	104
WEST VIRGINIA	26	29	55	36	5	19	52
EAST NORTH CENTRAL	225	379	189	275	167	188	128
ILLINOIS	46	106	29	54	24	51	15
INDIANA	24	47	17	29	10	22	15
MICHIGAN	71	106	52	84	108	58	50
OHIO	57	82	70	88	10	37	37
WISCONSIN	27	37	21	20	15	21	10
WEST NORTH CENTRAL	245	234	146	176	351	167	108
IOWA	19	26	9	19	12	15	9
KANSAS	6	8	2	6	6	6	4
MINNESOTA	65	59	65	57	221	60	41
MISSOURI	22	30	14	35	18	17	16
NEBRASKA	13	13	5	6	7	11	8
NORTH DAKOTA	52	42	28	31	53	31	19
SOUTH DAKOTA	67	54	23	22	33	27	10
EAST SOUTH CENTRAL	134	168	202	136	46	92	109
ALABAMA ⁽³⁾							
KENTUCKY	52	67	89	47	9	38	48
MISSISSIPPI ⁽³⁾							
TENNESSEE	58	72	98	67	13	40	48
WEST SOUTH CENTRAL	107	133	43	92	71	81	62
ARKANSAS ⁽³⁾							
LOUISIANA	27	38	12	32	37	25	8
OKLAHOMA ⁽³⁾							
TEXAS	56	67	20	41	20	44	37
MOUNTAIN	770	621	247	511	1,024	318	343
ARIZONA	177	127	35	75	118	72	105
COLORADO	36	32	5	14	11	13	8
IDAHO	72	55	27	25	82	20	35
MONTANA	141	99	37	49	115	32	70
NEVADA	182	175	113	296	621	133	83
NEW MEXICO	33	38	3	18	13	13	10
UTAH	73	51	17	21	48	17	23
WYOMING	56	44	10	13	18	17	8
PACIFIC	795	647	411	430	346	465	323
CALIFORNIA	266	263	257	151	166	237	139
OREGON	100	73	42	27	51	40	36
WASHINGTON	232	189	86	130	116	77	108
ALASKA	38	33	10	19	11	13	7
HAWAII	159	88	16	103	2	98	34

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 100.

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

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

**Appendix G3
Canadian Visitors to the U.S. by Activity
One or More Nights - 2004**

2004	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⁾	1,136	1,099	853	419	217	24	774
TOTAL U.S. (SUM) ⁽²⁾	1,935	1,800	1,218	675	246	52	861
NEW ENGLAND	160	120	162	81	78	3	122
CONNECTICUT	3	7	2	*	*	*	7
MAINE	41	25	44	27	13	*	47
MASSACHUSETTS	32	37	17	10	2	*	22
NEW HAMPSHIRE	29	27	14	13	15	*	10
RHODE ISLAND ⁽³⁾							2
VERMONT	51	20	82	29	48	2	34
MID ATLANTIC	265	200	200	79	78	10	163
NEW JERSEY	19	14	7	13	*	*	23
NEW YORK	174	130	164	45	74	8	107
PENNSYLVANIA	73	56	29	21	3	2	33
SOUTH ATLANTIC	438	381	320	198	2	18	90
DELAWARE ⁽³⁾							1
DISTRICT OF COLUMBIA	8	6	3	*	*	*	9
FLORIDA	215	194	189	115	1	7	34
GEORGIA	63	54	22	28	*	*	13
MARYLAND	13	17	12	1	1	*	8
NORTH CAROLINA	33	29	30	18	1	3	10
SOUTH CAROLINA	40	31	22	9	*	1	5
VIRGINIA	43	33	31	21	*	6	10
WEST VIRGINIA	23	13	9	4	*	*	1
EAST NORTH CENTRAL	226	234	81	47	9	7	191
ILLINOIS	44	43	15	6	1	*	41
INDIANA	26	27	4	2	1	1	10
MICHIGAN	70	95	30	20	5	4	95
OHIO	72	52	23	16	1	2	29
WISCONSIN	14	17	9	3	1	*	17
WEST NORTH CENTRAL	112	155	43	39	15	5	68
IOWA	11	10	1	4	1	*	2
KANSAS	5	7	1	1	1	1	3
MINNESOTA	30	62	21	20	12	1	35
MISSOURI	13	19	8	5	1	1	7
NEBRASKA	8	6	*	1	*	*	3
NORTH DAKOTA	29	38	9	5	*	*	15
SOUTH DAKOTA	17	14	3	3	1	*	3
EAST SOUTH CENTRAL	121	113	36	41		2	13
ALABAMA ⁽³⁾							3
KENTUCKY	49	45	17	15	*	2	2
MISSISSIPPI ⁽³⁾							1
TENNESSEE	56	54	17	21	*	*	7
WEST SOUTH CENTRAL	58	56	32	10	2	0	26
ARKANSAS ⁽³⁾							3
LOUISIANA	12	14	7	*	*	*	3
OKLAHOMA ⁽³⁾							1
TEXAS	29	31	18	7	2	*	19
MOUNTAIN	220	242	91	77	47	3	40
ARIZONA	43	57	13	15	1	1	4
COLORADO	11	11	5	3	18	*	8
IDAHO	18	30	22	13	1	*	8
MONTANA	49	45	28	18	16	2	9
NEVADA	60	56	15	15	2	*	5
NEW MEXICO	11	11	*	2	*	*	1
UTAH	12	18	7	6	6	*	4
WYOMING	17	15	1	4	4	*	2
PACIFIC	334	297	253	102	16	4	149
CALIFORNIA	112	101	53	23	6	*	36
OREGON	37	33	18	14	1	1	9
WASHINGTON	135	145	91	41	8	2	103
ALASKA	7	2	13	9	*	*	2
HAWAII	42	17	78	15	*	*	*

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 100.

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

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

Appendix H1
Canadian Visitors to the U.S. by Age Groups
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	AGE OF PERSONS IN TRAVEL PARTY (1+ NIGHTS)						Age/Sex Not Stated (000s)
		Under 12 (000s)	12 - 19 (000s)	Under 20 (NET) (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
TOTAL U.S. (NET) ⁽¹⁾	13,857	847	687	1,535	1,835	4,952	4,510	1,024
TOTAL U.S. (SUM) ⁽²⁾	19,467	1,146	924	2,070	2,268	6,501	7,282	1,347
NEW ENGLAND	2,214	156	139	295	299	790	705	125
CONNECTICUT	106	4	4	9	19	32	43	4
MAINE	686	52	47	99	85	244	217	41
MASSACHUSETTS	459	23	23	47	86	157	140	28
NEW HAMPSHIRE	329	23	20	42	43	130	97	17
RHODE ISLAND ⁽³⁾								
VERMONT	597	52	43	94	60	215	194	34
MID ATLANTIC	3,079	201	171	372	464	1,096	897	250
NEW JERSEY	231	23	12	36	43	74	54	25
NEW YORK	2,257	137	126	263	362	836	610	186
PENNSYLVANIA	591	41	32	73	59	186	233	39
SOUTH ATLANTIC	3,998	279	195	474	329	1,251	1,629	315
DELAWARE ⁽³⁾								
DISTRICT OF COLUMBIA	120	5	5	10	15	53	28	13
FLORIDA	1,911	173	106	278	167	604	723	138
GEORGIA	389	15	12	27	21	109	201	31
MARYLAND	189	9	8	17	23	64	62	23
NORTH CAROLINA	343	16	19	36	30	95	159	22
SOUTH CAROLINA	398	19	15	34	23	126	182	33
VIRGINIA	437	31	21	52	33	125	191	36
WEST VIRGINIA	192	11	8	19	14	68	74	17
EAST NORTH CENTRAL	2,390	116	98	214	315	850	840	172
ILLINOIS	361	10	7	17	63	143	109	30
INDIANA	201	8	5	13	19	66	91	13
MICHIGAN	1,143	68	52	120	136	398	399	89
OHIO	495	17	24	41	71	179	177	28
WISCONSIN	189	12	10	22	26	64	65	12
WEST NORTH CENTRAL	1,348	85	64	150	122	402	577	97
IOWA	93	2	1	3	6	32	48	4
KANSAS	36	1	1	2	2	10	22	0
MINNESOTA	607	39	28	67	55	178	252	55
MISSOURI	116	3	4	7	10	33	55	11
NEBRASKA	40	2	2	4	4	6	24	2
NORTH DAKOTA	340	31	22	53	37	107	130	13
SOUTH DAKOTA	115	8	6	14	7	36	46	11
EAST SOUTH CENTRAL	669	40	32	72	55	176	315	51
ALABAMA ⁽³⁾								
KENTUCKY	275	19	16	35	20	72	124	25
MISSISSIPPI ⁽³⁾								
TENNESSEE	316	19	14	34	28	86	143	25
WEST SOUTH CENTRAL	448	11	8	19	55	165	183	26
ARKANSAS ⁽³⁾								
LOUISIANA	109	1	3	4	20	43	39	4
OKLAHOMA ⁽³⁾								
TEXAS	259	9	4	13	30	93	106	17
MOUNTAIN	2,190	82	70	152	253	715	947	125
ARIZONA	356	7	5	12	32	89	203	20
COLORADO	114	3	1	5	16	47	41	5
IDAHO	223	9	13	23	16	58	111	15
MONTANA	441	33	25	57	41	143	181	18
NEVADA	761	15	14	29	122	294	265	51
NEW MEXICO	59	3	1	4	5	15	33	1
UTAH	147	8	6	14	13	37	74	9
WYOMING	90	4	4	9	6	31	38	6
PACIFIC	3,131	177	146	323	376	1,057	1,189	186
CALIFORNIA	983	61	47	107	125	359	323	69
OREGON	298	13	11	24	35	99	128	12
WASHINGTON	1,552	91	76	166	172	506	614	94
ALASKA	72	2	1	3	13	20	33	3
HAWAII	226	11	11	22	31	74	91	8

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 100.

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

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

Appendix H2
Canadian Visitors to the U.S. by Male Age Groups
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	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)	
TOTAL U.S. (NET) ⁽¹⁾	13,857	6,068	---	---	---	---	1,024
TOTAL U.S. (SUM) ⁽²⁾	19,467	8,644	940	980	3,146	3,579	1,347
NEW ENGLAND	2,214	971	145	130	379	318	125
CONNECTICUT	106	51	6	10	16	20	4
MAINE	686	292	45	31	113	103	41
MASSACHUSETTS	459	205	24	38	81	62	28
NEW HAMPSHIRE	329	147	23	20	62	43	17
RHODE ISLAND ⁽³⁾							
VERMONT	597	256	46	27	100	83	34
MID ATLANTIC	3,079	1,308	164	187	520	438	250
NEW JERSEY	231	93	16	17	36	25	25
NEW YORK	2,257	952	119	142	398	292	186
PENNSYLVANIA	591	263	29	28	85	121	39
SOUTH ATLANTIC	3,998	1,748	198	143	604	802	315
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	120	66	6	10	35	15	13
FLORIDA	1,911	810	123	70	272	346	138
GEORGIA	389	170	11	9	54	95	31
MARYLAND	189	88	7	11	38	32	23
NORTH CAROLINA	343	143	9	8	46	80	22
SOUTH CAROLINA	398	184	15	10	64	96	33
VIRGINIA	437	190	23	17	55	96	36
WEST VIRGINIA	192	86	5	7	35	38	17
EAST NORTH CENTRAL	2,390	1,108	103	150	440	415	172
ILLINOIS	361	175	8	32	77	58	30
INDIANA	201	90	6	11	37	35	13
MICHIGAN	1,143	515	57	60	203	196	89
OHIO	495	238	21	33	92	92	28
WISCONSIN	189	90	12	13	31	33	12
WEST NORTH CENTRAL	1,348	610	69	50	196	294	97
IOWA	93	58	1	3	23	30	4
KANSAS	36	17	1	1	5	11	*
MINNESOTA	607	258	32	21	83	122	55
MISSOURI	116	54	3	6	19	27	11
NEBRASKA	40	21	2	2	3	14	2
NORTH DAKOTA	340	150	24	14	47	64	13
SOUTH DAKOTA	115	53	6	3	17	26	11
EAST SOUTH CENTRAL	669	303	34	27	82	160	51
ALABAMA ⁽³⁾							
KENTUCKY	275	121	17	9	32	63	25
MISSISSIPPI ⁽³⁾							
TENNESSEE	316	144	15	14	41	74	25
WEST SOUTH CENTRAL	448	209	9	26	81	93	26
ARKANSAS ⁽³⁾							
LOUISIANA	109	46	2	9	16	19	4
OKLAHOMA ⁽³⁾							
TEXAS	259	125	6	14	50	55	17
MOUNTAIN	2,190	1,001	72	111	347	471	125
ARIZONA	356	170	7	13	48	102	20
COLORADO	114	63	2	10	27	24	5
IDAHO	223	102	11	9	29	53	15
MONTANA	441	206	28	16	68	93	18
NEVADA	761	320	11	51	132	126	51
NEW MEXICO	59	28	1	3	9	15	1
UTAH	147	70	6	7	18	38	9
WYOMING	90	43	4	2	15	21	6
PACIFIC	3,131	1,387	146	156	496	589	186
CALIFORNIA	983	438	46	52	178	162	69
OREGON	298	146	12	17	55	62	12
WASHINGTON	1,552	666	76	65	221	304	94
ALASKA	72	32	1	5	11	16	3
HAWAII	226	105	12	16	32	45	8

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 100.

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

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

Appendix H3
Canadian Visitors to the U.S. by Female Age Groups
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	AGE OF FEMALES IN TRAVEL PARTY (1+ NIGHTS)					Age/Sex Not Stated (000s)
		Total Females (000s)	Under 20 (000s)	20 to 34 (000s)	35 to 54 (000s)	55 or Older (000s)	
TOTAL U.S. (NET) ⁽¹⁾	13,857	6,764	---	---	---	---	1,024
TOTAL U.S. (SUM) ⁽²⁾	19,467	9,476	1,130	1,287	3,355	3,703	1,347
NEW ENGLAND	2,214	1,118	150	169	412	388	125
CONNECTICUT	106	51	3	9	16	23	4
MAINE	686	353	54	53	131	114	41
MASSACHUSETTS	459	226	23	48	76	79	28
NEW HAMPSHIRE	329	165	20	23	68	54	17
RHODE ISLAND ⁽³⁾							
VERMONT	597	308	48	34	115	111	34
MID ATLANTIC	3,079	1,521	208	277	576	459	250
NEW JERSEY	231	113	20	26	38	29	25
NEW YORK	2,257	1,119	144	220	437	318	186
PENNSYLVANIA	591	289	44	31	101	113	39
SOUTH ATLANTIC	3,998	1,935	276	186	647	827	315
DELAWARE ⁽³⁾							
DISTRICT OF COLUMBIA	120	41	4	5	18	13	13
FLORIDA	1,911	962	156	98	333	376	138
GEORGIA	389	188	16	12	55	106	31
MARYLAND	189	78	10	12	26	30	23
NORTH CAROLINA	343	177	27	22	49	79	22
SOUTH CAROLINA	398	181	20	13	61	87	33
VIRGINIA	437	211	29	16	70	95	36
WEST VIRGINIA	192	89	14	7	33	36	17
EAST NORTH CENTRAL	2,390	1,110	110	165	410	425	172
ILLINOIS	361	157	9	31	66	51	30
INDIANA	201	98	7	8	28	55	13
MICHIGAN	1,143	539	64	77	195	203	89
OHIO	495	230	20	38	87	85	28
WISCONSIN	189	87	10	12	33	31	12
WEST NORTH CENTRAL	1,348	641	81	72	206	283	97
IOWA	93	31	2	2	9	18	4
KANSAS	36	19	1	2	5	11	*
MINNESOTA	607	294	35	34	95	130	55
MISSOURI	116	50	4	4	14	28	11
NEBRASKA	40	18	2	2	4	11	2
NORTH DAKOTA	340	178	29	23	60	66	13
SOUTH DAKOTA	115	51	8	4	19	20	11
EAST SOUTH CENTRAL	670	315	38	28	93	155	51
ALABAMA ⁽³⁾							
KENTUCKY	275	129	17	11	40	60	25
MISSISSIPPI ⁽³⁾							
TENNESSEE	316	147	19	14	45	70	25
WEST SOUTH CENTRAL	448	213	10	29	84	90	26
ARKANSAS ⁽³⁾							
LOUISIANA	109	59	2	10	27	20	4
OKLAHOMA ⁽³⁾							
TEXAS	259	116	6	16	43	51	17
MOUNTAIN	2,190	1,065	80	142	367	475	125
ARIZONA	356	167	5	19	42	101	20
COLORADO	114	46	2	6	19	18	5
IDAHO	223	105	11	7	29	59	15
MONTANA	441	217	29	25	75	88	18
NEVADA	761	389	18	71	162	139	51
NEW MEXICO	59	31	3	3	6	19	1
UTAH	147	69	7	6	19	36	9
WYOMING	90	41	5	4	16	17	6
PACIFIC	3,131	1,558	177	220	560	601	186
CALIFORNIA	983	477	61	73	181	161	69
OREGON	298	140	13	18	43	66	12
WASHINGTON	1,552	792	91	107	285	310	94
ALASKA	72	37	2	8	9	18	3
HAWAII	226	113	10	15	42	46	8

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 100.

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

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

Appendix I
Canadian Visitors to the U.S. by Nights Spent in State
One or More Nights - 2004

2004	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⁾	---	---	13,857	1,676	7,630	2,989	1,562	7.7
TOTAL U.S. (SUM) ⁽²⁾	31,483	12,016	19,467	5,380	10,139	2,685	1,263	5.4
NEW ENGLAND	3,846	1,632	2,214	562	1,408	209	35	3.3
CONNECTICUT	162	56	106	40	56	7	2	3.3
MAINE	875	189	686	170	432	74	10	3.3
MASSACHUSETTS	619	160	459	61	324	59	15	4.2
NEW HAMPSHIRE	791	463	329	107	202	17	2	2.7
RHODE ISLAND ⁽³⁾								
VERMONT	1,332	735	597	171	375	46	5	2.7
MID ATLANTIC	5,992	2,913	3,079	990	1,872	193	24	2.8
NEW JERSEY	323	92	231	53	139	36	3	3.9
NEW YORK	4,301	2,043	2,257	641	1,477	123	16	2.8
PENNSYLVANIA	1,369	778	591	296	256	34	5	2.5
SOUTH ATLANTIC	6,542	2,544	3,998	953	1,258	1,111	676	10.6
DELAWARE ⁽³⁾								
DISTRICT OF COLUMBIA	188	68	120	27	82	10	1	3.3
FLORIDA	2,041	130	1,911	38	422	851	600	18.2
GEORGIA	878	489	389	171	185	26	7	3.1
MARYLAND	593	404	189	97	77	14	1	2.9
NORTH CAROLINA	797	454	343	168	133	25	17	3.4
SOUTH CAROLINA	736	337	398	98	121	140	40	7.0
VIRGINIA	830	394	437	211	175	43	9	2.9
WEST VIRGINIA	440	247	192	136	55	1	*	1.4
EAST NORTH CENTRAL	4,570	2,180	2,390	897	1,321	133	39	2.9
ILLINOIS	754	392	361	111	218	23	10	3.3
INDIANA	514	313	201	78	109	10	4	3.4
MICHIGAN	2,128	985	1,143	454	611	63	16	2.6
OHIO	869	374	495	185	280	24	6	2.6
WISCONSIN	305	116	189	69	103	14	3	3.3
WEST NORTH CENTRAL	2,005	657	1,348	471	803	56	18	2.6
IOWA	141	49	93	40	46	6	1	2.8
KANSAS	66	30	36	18	14	2	2	4.1
MINNESOTA	902	295	607	190	388	21	8	2.6
MISSOURI	149	33	116	30	74	9	3	3.7
NEBRASKA	66	26	40	18	18	2	2	3.1
NORTH DAKOTA	527	187	340	135	198	5	2	2.1
SOUTH DAKOTA	153	38	115	39	65	11	*	2.8
EAST SOUTH CENTRAL	1,164	495	670	362	270	28	9	2.5
ALABAMA ⁽³⁾								
KENTUCKY	498	223	275	172	96	5	2	2.1
MISSISSIPPI ⁽³⁾								
TENNESSEE	510	194	316	163	137	14	2	2.4
WEST SOUTH CENTRAL	591	143	448	78	244	77	48	8.0
ARKANSAS ⁽³⁾								
LOUISIANA	125	16	109	9	85	13	2	4.7
OKLAHOMA ⁽³⁾								
TEXAS	331	73	259	24	129	61	45	11.0
MOUNTAIN	2,910	719	2,190	428	1,306	307	150	6.4
ARIZONA	422	65	356	34	124	84	115	19.1
COLORADO	158	45	114	19	66	24	5	5.5
IDAHO	485	263	223	98	110	11	4	2.9
MONTANA	558	117	441	122	271	40	8	3.3
NEVADA	850	89	761	46	592	110	13	4.7
NEW MEXICO	83	24	59	16	30	10	3	4.1
UTAH	217	70	147	44	76	24	3	3.7
WYOMING	137	47	90	49	36	4	*	2.1
PACIFIC	3,864	733	3,131	639	1,656	570	265	5.7
CALIFORNIA	1,167	184	983	52	481	328	123	8.7
OREGON	359	61	298	63	197	31	7	3.7
WASHINGTON	1,895	343	1,552	509	928	91	24	2.8
ALASKA	177	105	72	13	34	19	5	6.1
HAWAII	267	41	226	2	17	102	106	15.0

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 100.

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

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

Appendix J
Canadian Visitors to the U.S. by Season of Visit
One or More Nights - 2004

2004 Census Region / State	VISITORS Total Canada (000s)	QUARTER OF VISIT (1+ NIGHTS)			
		Quarter 1 (000s)	Quarter 2 (000s)	Quarter 3 (000s)	Quarter 4 (000s)
TOTAL U.S. (NET) ⁽¹⁾	13,857	3,049	3,416	4,404	2,988
TOTAL U.S. (SUM) ⁽²⁾	19,467	4,607	4,869	5,911	4,080
NEW ENGLAND	2,214	281	488	1,038	407
CONNECTICUT	106	21	19	33	33
MAINE	686	52	121	414	99
MASSACHUSETTS	459	71	126	161	101
NEW HAMPSHIRE	329	33	90	155	52
RHODE ISLAND ⁽³⁾	38	3	7	22	5
VERMONT	597	101	125	254	117
MID ATLANTIC	3,079	482	794	1,174	628
NEW JERSEY	231	32	85	64	50
NEW YORK	2,257	324	548	931	455
PENNSYLVANIA	591	126	162	179	123
SOUTH ATLANTIC	3,998	1,554	1,017	542	885
DELAWARE ⁽³⁾	19	5	4	4	6
DISTRICT OF COLUMBIA	120	13	45	36	26
FLORIDA	1,911	865	453	207	387
GEORGIA	389	148	121	53	68
MARYLAND	189	40	44	42	63
NORTH CAROLINA	343	125	101	41	76
SOUTH CAROLINA	398	162	83	43	112
VIRGINIA	437	138	121	88	91
WEST VIRGINIA	192	59	46	29	58
EAST NORTH CENTRAL	2,390	416	598	816	560
ILLINOIS	361	65	82	124	90
INDIANA	201	40	50	56	56
MICHIGAN	1,143	189	286	386	282
OHIO	495	100	133	161	101
WISCONSIN	189	23	46	89	31
WEST NORTH CENTRAL	1,348	208	294	567	279
IOWA	93	12	35	27	19
KANSAS	36	10	13	6	8
MINNESOTA	607	89	121	271	126
MISSOURI	116	23	24	33	36
NEBRASKA	40	10	10	13	9
NORTH DAKOTA	340	52	75	146	67
SOUTH DAKOTA	115	13	17	71	14
EAST SOUTH CENTRAL	670	232	209	117	111
ALABAMA ⁽³⁾	37	8	14	4	12
KENTUCKY	275	95	87	55	38
MISSISSIPPI ⁽³⁾	42	12	13	5	12
TENNESSEE	316	117	96	54	49
WEST SOUTH CENTRAL	448	146	128	68	106
ARKANSAS ⁽³⁾	47	13	14	6	14
LOUISIANA	109	26	40	14	30
OKLAHOMA ⁽³⁾	33	12	10	7	4
TEXAS	259	95	64	41	58
MOUNTAIN	2,190	566	553	584	488
ARIZONA	356	144	98	33	81
COLORADO	114	25	26	29	34
IDAHO	223	40	51	82	49
MONTANA	441	65	104	196	76
NEVADA	761	230	204	141	186
NEW MEXICO	59	19	14	12	14
UTAH	147	36	43	37	32
WYOMING	90	8	12	54	16
PACIFIC	3,131	722	789	1,004	616
CALIFORNIA	983	280	260	215	228
OREGON	298	71	78	112	38
WASHINGTON	1,552	272	381	604	295
ALASKA	72	2	32	31	7
HAWAII	226	98	38	43	47

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.

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