



Overview

International Travel is one of the largest exports of services for the United States. Canada is the largest inbound travel market for the United States accounting for 32% of international visitors and 13.14% of visitor spending in 2008.

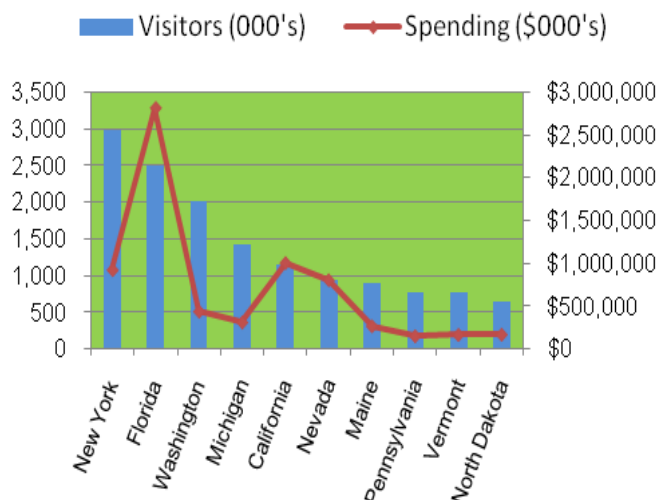
Canada ranks first in visitors to the U.S. (18.9 million); first in spending (US\$ 18.7 billion); and first in balance of trade surplus (US\$11.36 billion).

A slight decline in visitor volume from Canada to the U.S. is expected in 2009 due to the economy and the exchange rate being considerably below par. However, the United States and Canada are each other's largest tourism partners and in 2010 the forecast is expected to rebound at +4%. Potentially Canadian visitation to the U.S. in 2010 may meet or exceed the record of 1991 which was 19.1 million.

Top U.S. destinations

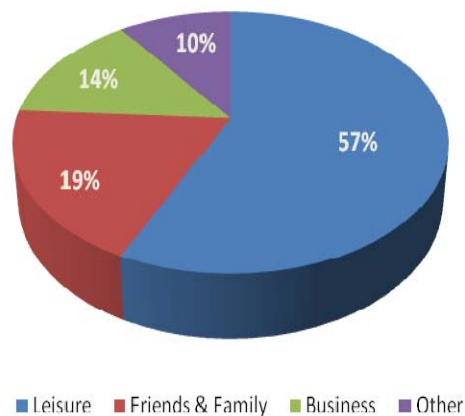
All states benefit from Canadian travelers but a few dominate the numbers. The most popular states are New York and Florida. New York leads with 17% of Canadian visitors; however, Florida dominates in visitor nights (33%) and spending (26%), due to the large number of Canadian "snowbirds" seeking warmer weather.

Top U.S. destinations visited by Canadians (2007)



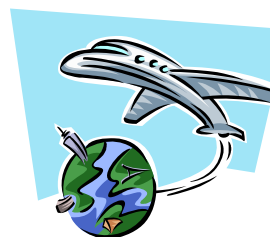
Characteristics of Canadian Travelers

❖ Main trip purpose



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

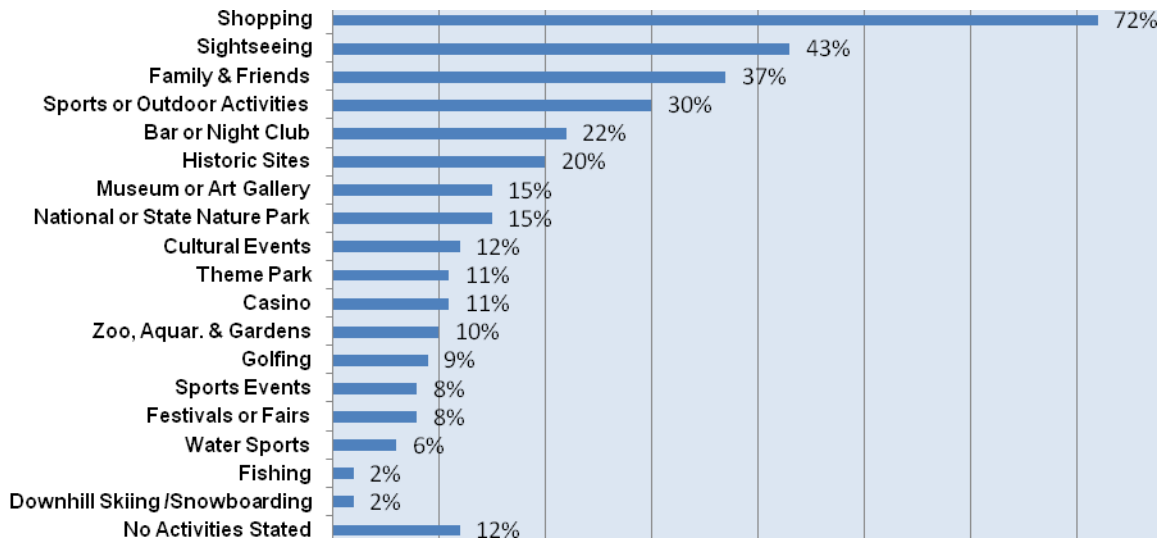
- ✓ 60% auto
- ✓ 33% plane
- ✓ 4% bus
- ✓ 3% other
- ✓ 72% of business travelers flew



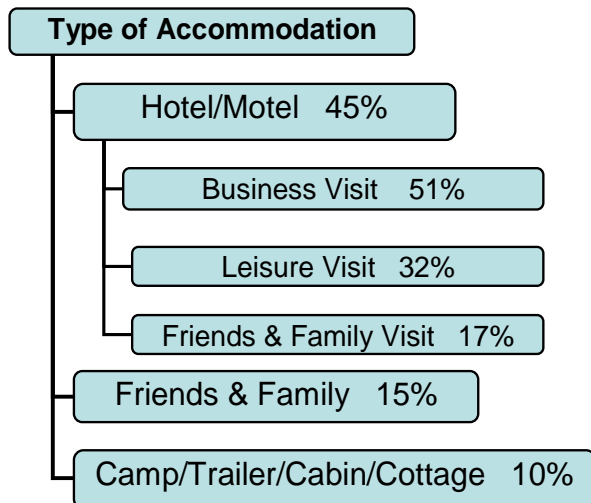
❖ Origin Province

Ontario, Quebec and British Columbia account for the largest share of visitors to the U.S. More importantly, Ontario has 39% of the population but 46% of travelers to the U.S. Quebec and British Columbia both have 17% of total Canadian visitors to the United States with 23% and 13% of Canada's population respectively.

❖ **Most Popular Activities:**



❖ **Accommodations**



❖ **Stay Length**

- 58% of Canadian visits to the U.S. are day trips
 - Among overnight trips:
 - 11% are one-night trips
 - 57% are two to six nights
 - 22% are seven to 13 nights
 - 10% are 14+ nights
- The median average stay is four nights.

New document requirement for Travelers

As of June 1, 2009, Travelers will be required to present a single Western Hemisphere Travel Initiative-compliant document proving both citizenship and identity when entering or re-entering the United States by ANY MODE. Children under the age of 16 will be able to present a birth certificate or other proof of citizenship. For more information, please visit:

http://www.dhs.gov/xprevprot/programs/gc_1200693579776.shtm

Sources

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

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

Discover America Canada Committee
<http://www.seeamerica.ca>

Canada Border Service Agency
<http://www.cbsa-asfc.gc.ca>

Official Travel & Tourism Website of the United States Discover America
<http://www.discoveramerica.com/ca>