

2007 Canadian Travel to the Capital Region USA

Arrivals

Canadian travelers took 888,700 person-trips* to the Capital Region USA in 2007. This was a 3.8% increase compared to 2006. The number of person-trips to each individual area was:

Virginia:	513,000 (10.1% increase)
Maryland:	250,800 (0.1% increase)
Washington, DC:	124,900 (10.5% decrease)

Visitation to the Capital Region USA in 2007 represented 5.0% of the total 17.8 million person-trips Canadian travelers took to the U.S. during the same time period. This regional share of total U.S. visits provides a gauge of the region's relative position in the U.S but is not a true share of the U.S. because of cross-visitation among CRUSA members. The total U.S. visitation estimate of 17.8 million, which does not include cross-visitation, represents an increase of 11.0% from 2006.

The average number of nights Canadians spent in the region varied by area. The average for DC was 4.1 nights, compared to 3.0 nights in VA, and 3.4 nights MD. The average for the CRUSA region, not accounting for cross-visitation, was 3.3 nights while the national average was 7.4 nights. Historically, the U.S. average has been highly influenced by four states, Florida, California, Arizona, and Hawaii, where large numbers of Canadians stay for periods that average two to three weeks. The averages for these states include the influence of "snowbirds" that may stay for several months during the winter. Multiplying total person-visits by average length of stay produces the number of total person-nights. More than 2.9 million person-nights were spent in the CRUSA region in 2007, an increase of 1.2%.

*A person-trip is defined as any time a Canadian traveler visits Virginia, Maryland, or Washington, DC. A person that visits both Maryland and Virginia on a single trip would count as two person-trips.

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Popularity of Trip Activities

Table 1 shows the relative popularity of numerous types of activities in which Canadian visitors to the U.S. participated during their trip. Shopping, sightseeing, visiting friends or relatives and participating in sports/outdoor activities were the most popular activities. The popularity of activities in 2007 is consistent with those of 2006 and earlier.

Table 1	Percentage of Canadian Travelers Including Activity on U.S. Trip
Go shopping	72%
Go sightseeing	43%
Visit Friends or relatives	37%
Participate in sports/outdoor activities	30%
Got to a bar or night club	22%
Visit a historic site	20%
Visit a national or state nature park	15%
Visit a museum or art gallery	15%
Attend cultural events (plays, concerts)	12%
Visit a theme or amusement park	11%
Got to a casino	11%
Visit a zoo, aquarium, or botanical garden	10%
Golfing	9%
Attend a sports event	8%
Attend a festival or fair	8%
Boating - motor/sail boat/kayak/canoe/other	6%
Fishing	2%
Downhill skiing or snow boarding	2%
Hunting	0%
No activity stated	12%

Spending

Total Canadian visitor spending in the Capital Region USA was \$238 million in 2007. The estimated spending by Canadian travelers in VA was \$105 million, compared to \$66 million in DC and \$67 million in MD. The 2007 regional total represents 2.2% of the \$10.8 billion Canadian travelers spent in the U.S. in 2007. The U.S. total spending was up 19.4% while the regional total decreased 1.5%. The Canadian dollar continued to gain a stronger exchange rate

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in 2007 meaning Canadians could spend less of their own currency to purchase the same value of American goods compared with the year before.

The average per-person per-day spending – which takes into account total spending, party size, and length of stay – varies by area. MD's average of \$78 and VA's average of \$68 compare to DC's average of \$130. The 2007 U.S. average per-person per-day spending was \$83.

Mode of Transportation

Canadian visitors to the region traveled predominantly by automobile (74%). Twenty percent traveled by airplane, 2% by bus, and 3% by rail, boat and other modes. Arrivals to the region by airplane decreased 17.5% from 2006 to 2007, while travel by automobile increased 10.7%. Fifty-nine percent of the travelers to DC arrived by airplane with only 30% arriving by automobile. This contrasts with travelers to VA and MD who arrived predominantly by automobile, 83% and 77%, respectively, and 12% and 18%, respectively, by airplane. Rail, boat, and miscellaneous other modes represented very small percentages.

Type of Lodging

Hotel/motel was the predominant type of accommodation used by Canadian travelers to the region (based on survey respondents who stated their accommodation type). Hotel/motel lodging represented 70% of the person-visits in the region in 2007 - with some variation among the three states. Staying with friends and/or relatives represented 13% and camping represented 5% of the total person-visits in the region. Other types of lodging represented a small share of visits.

Trip Purpose

Traveling for vacation was the primary trip purpose for 63% of the travelers to the region in 2007. However, the purpose of travel varied across the region. Holiday/Vacation represented 69% of total visits to VA, compared to 64% to MD, and 38% to DC. Business travel represented 12% of visits to the region, but varied for each CRUSA member: 8% to VA, 10% to MD, and 35% to DC. Visits to friends or relatives represented 13% of the regional person-visits. Twelve percent of all person-visits were for other purposes.

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Season of Travel

Table 2 shows the seasonal pattern of visitation to the three regions of CRUSA. The first and third quarters combined were the most visited for Virginia, DC, and Maryland while the second and fourth quarters received less overall visitation. Washington, DC and Maryland both showed a significant increase in first quarter visitation compared with historical visitation. Washington, DC showed a decrease in fourth quarter visitation in 2007 while Maryland had a decrease in second quarter visitation.

Table 2
Seasonal Patterns of 2007 Canadian Visitation to the U.S. and Capital Region USA in Percentages

	Quarter			
	1st	2nd	3rd	4th
U.S.				
2007	21	23	33	23
1989-2007 average	22	24	34	20
CRUSA				
2007	30	23	25	21
1989-2007 average	28	28	24	20
Virginia				
2007	29	25	23	23
1989-2007 average	31	28	23	19
District of Columbia				
2007	29	25	33	13
1989-2007 average	19	30	29	23
Maryland				
2007	34	18	25	23
1989-2007 average	25	27	24	23

Province of Residence

The Canadian provinces of Ontario and Quebec were the origins for approximately 87% of the visitors to the region. Ontario represented 55%, and Quebec provided 32% of the 2007 visitation to the region. Ninety-one percent of VA visitors came from these provinces compared to MD (87%) and DC (72%). Canada's other ten provinces represent the remaining sources of visitors to the region. For perspective, 62% of U.S. visitation came from these two provinces.

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For more information

Please contact Vice President of Sales & Promotions, Diane Béchamps at (804) 545-5542 for further information about this report and how to access the international marketing opportunities.