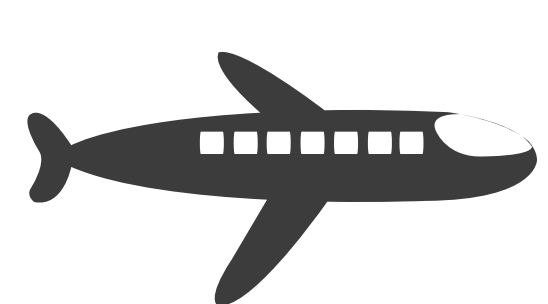


Canadian Travelers to Virginia 2016



Canadian Travelers Snapshot



24% Fly

Couples
56% were 2 adults



68% Drive



The majority (82%) of travelers were from Ontario and Quebec.

Canada is Virginia's **number one** international market.

Almost, **26 million** Canadians visited the United States in 2016.

494,000 Canadians visited Virginia in 2016.

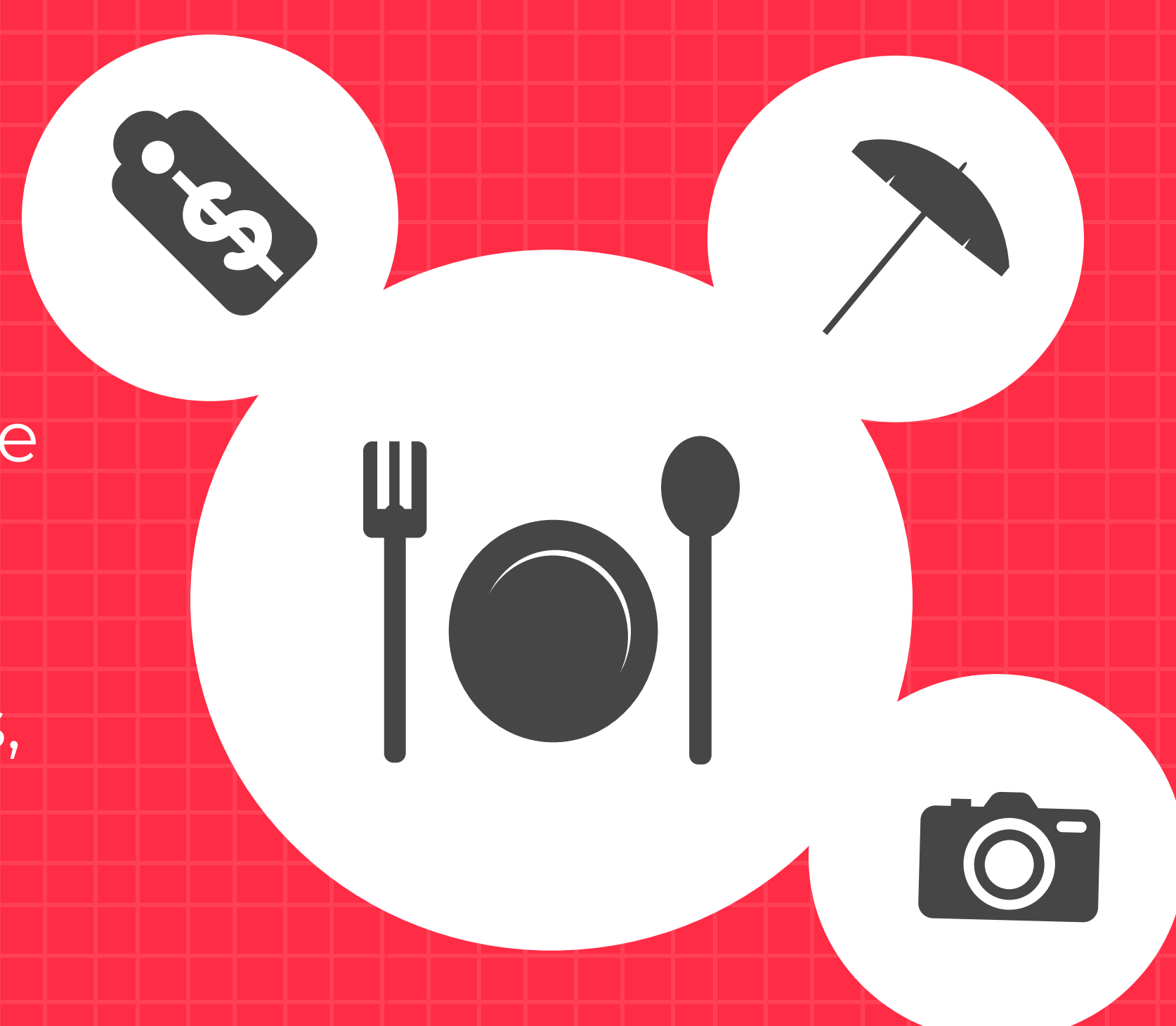
Canadians spent **\$247 million** in Virginia in 2016.

Travel Behavior



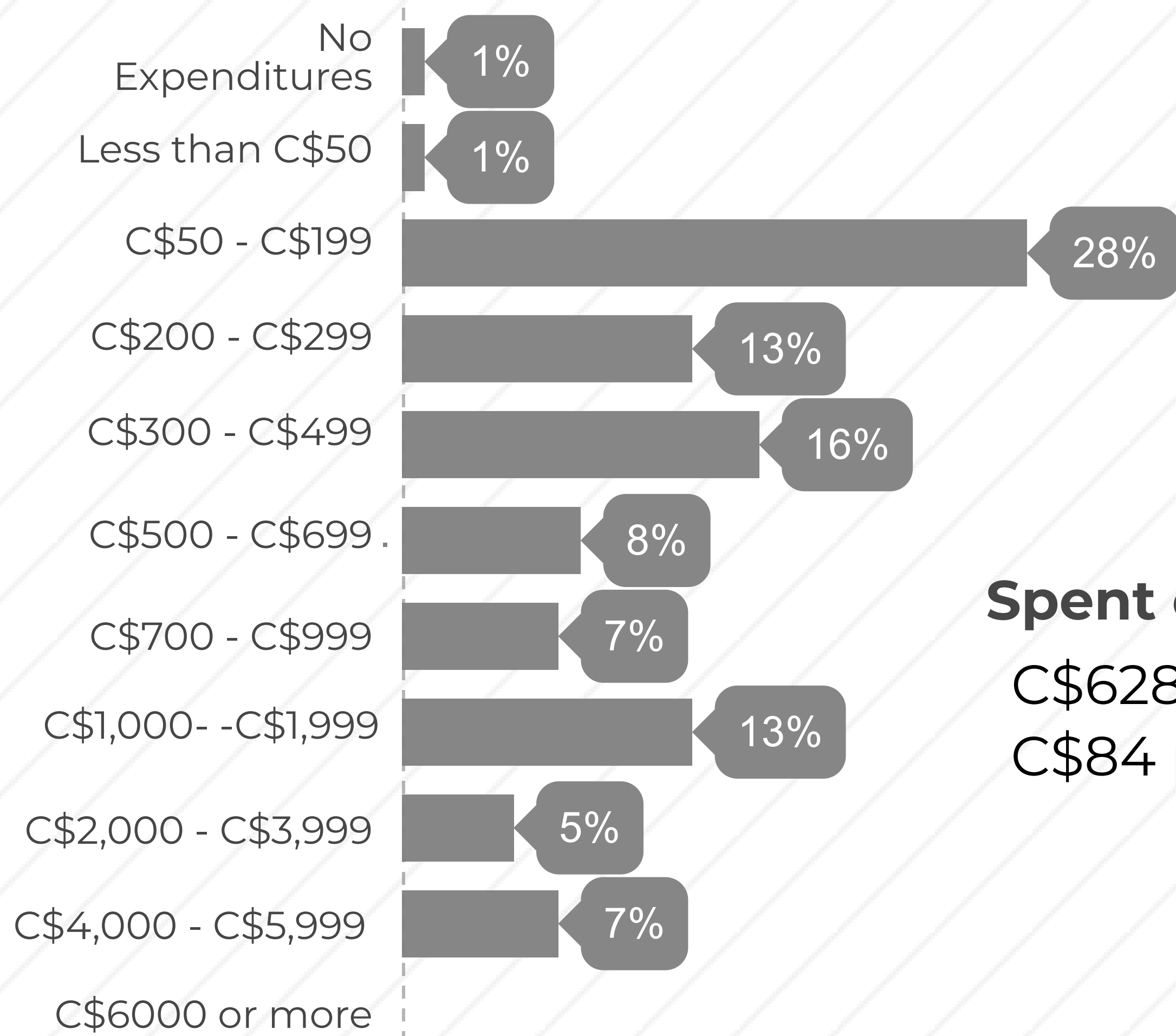
On average, Canadians spent 7.5 nights in Virginia.
Hotel or Motel
55%

Shopping was the number one reported activity, followed by going to a restaurant, sightseeing, visiting friends or relatives, beach, historic sights, museums or art galleries, wild life viewing or visiting a National park.

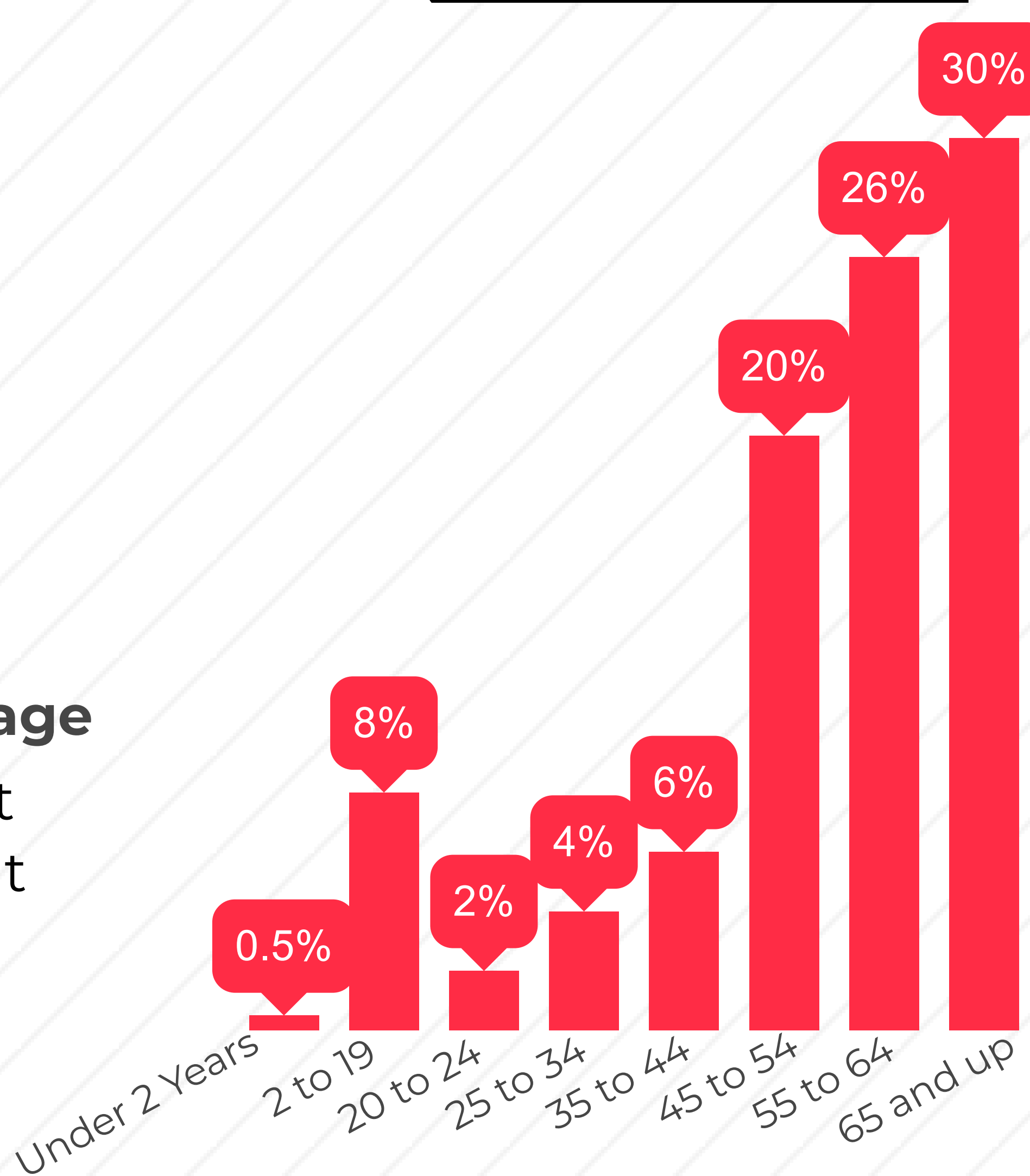


62% of the Canadians visited Virginia for holidays, leisure or recreation.

Traveler Profile

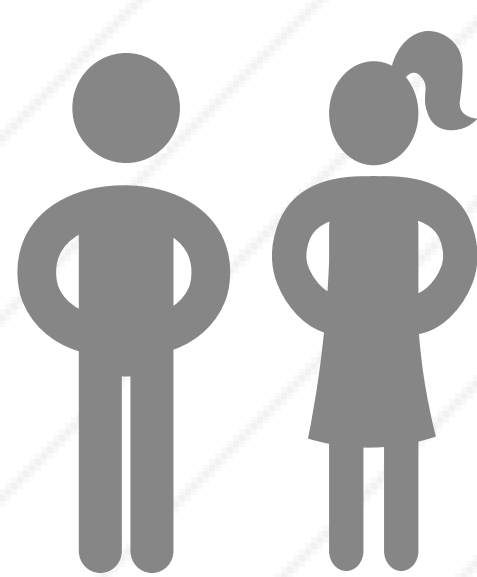


Spent on average
C\$628 per visit
C\$84 per night



ONTARIO

- 49% of all Canadian person-visits
- Average trip spending \$260
- Average travel party size 1.9
- 90% of visitors are 35 and over



- 78% traveled by auto
- 19% by plane



- 37% visited April-June
- Stayed on average 3.6 nights
- 13% spent more than 7 nights



- 51% spent more than C\$300



QUEBEC

- 33% of all Canadian person-visits
- Average trip spending \$227
- Average travel party size 2.6
- 64% of visitors are 35 and over

- 74% traveled by auto
- 8% by plane

- 33% visited April-June
- Stayed on average 4.8 nights
- 17% spent more than 7 nights

- 57% spent more than C\$300

Sources:

Tourism Economics; Statistics Canada

VIRGINIA IS FOR LOVERS