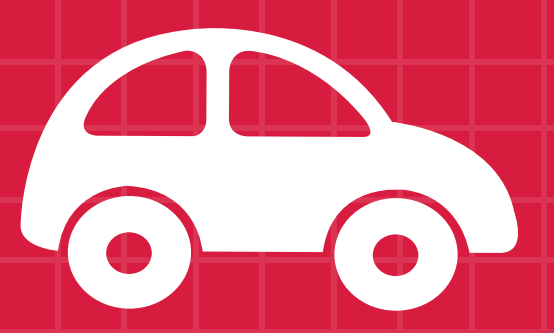
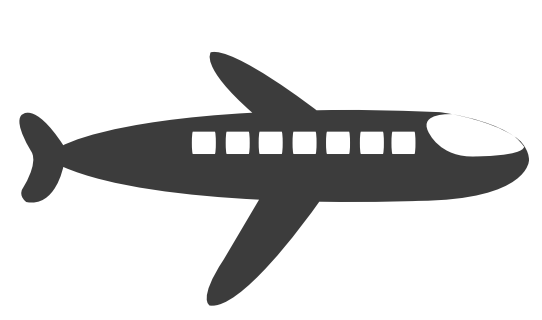


Canadian Travelers to Virginia 2017

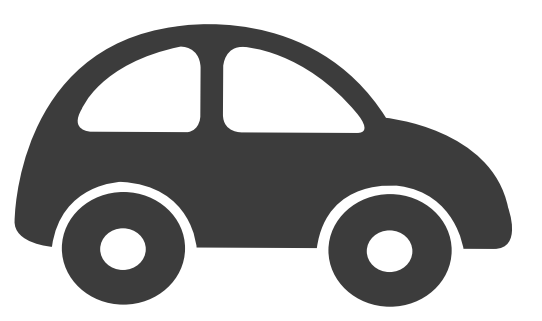


Canadian Travelers Snapshot



25% Fly

Couples
57% were 2 adults



68% Drive



The majority (86%) of travelers were from Ontario and Quebec.

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

Almost, **27 million** Canadians visited the United States in 2017.

486,000 Canadians visited Virginia in 2017.

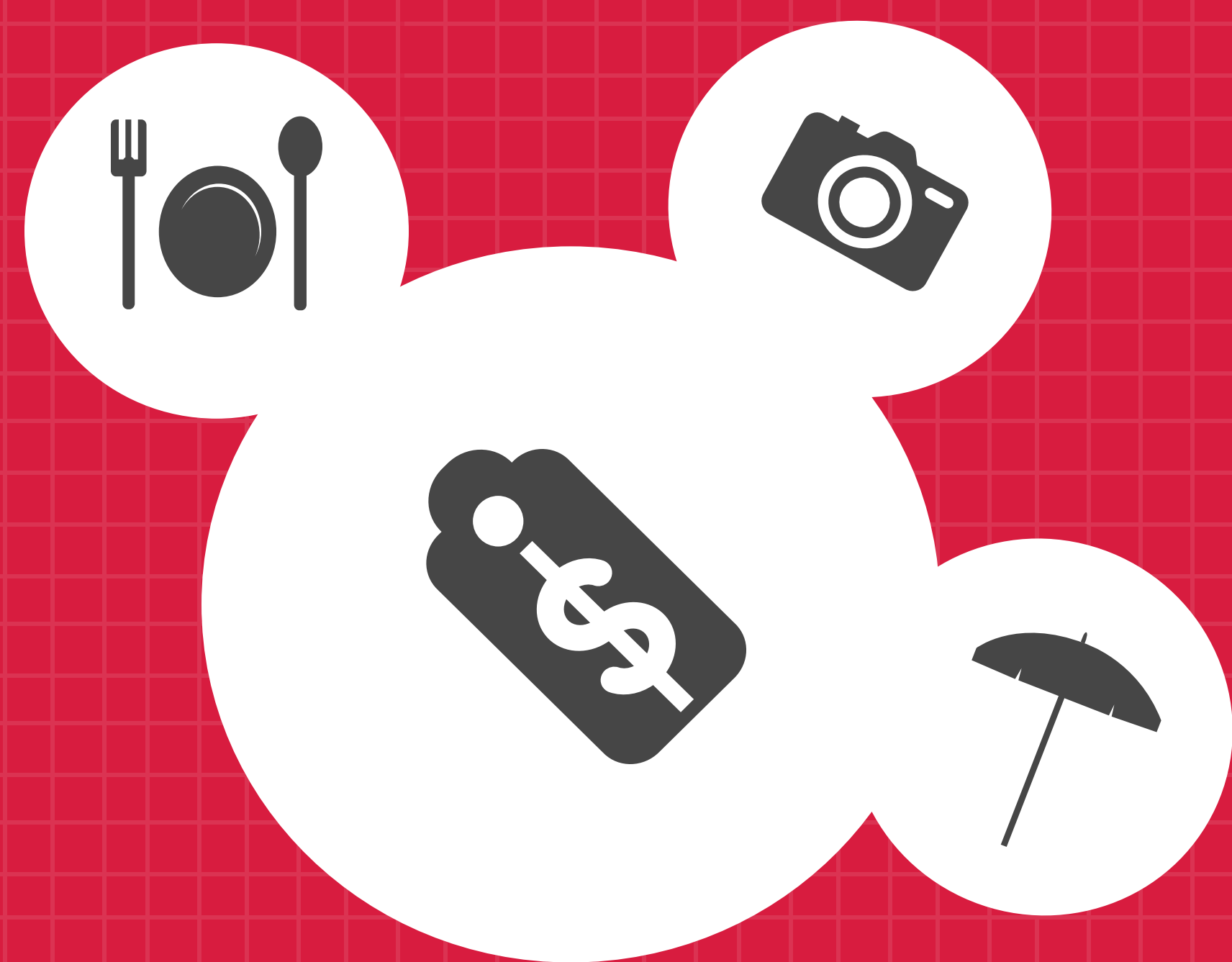
Canadians spent **\$232 million** in Virginia in 2017.

Travel Behavior



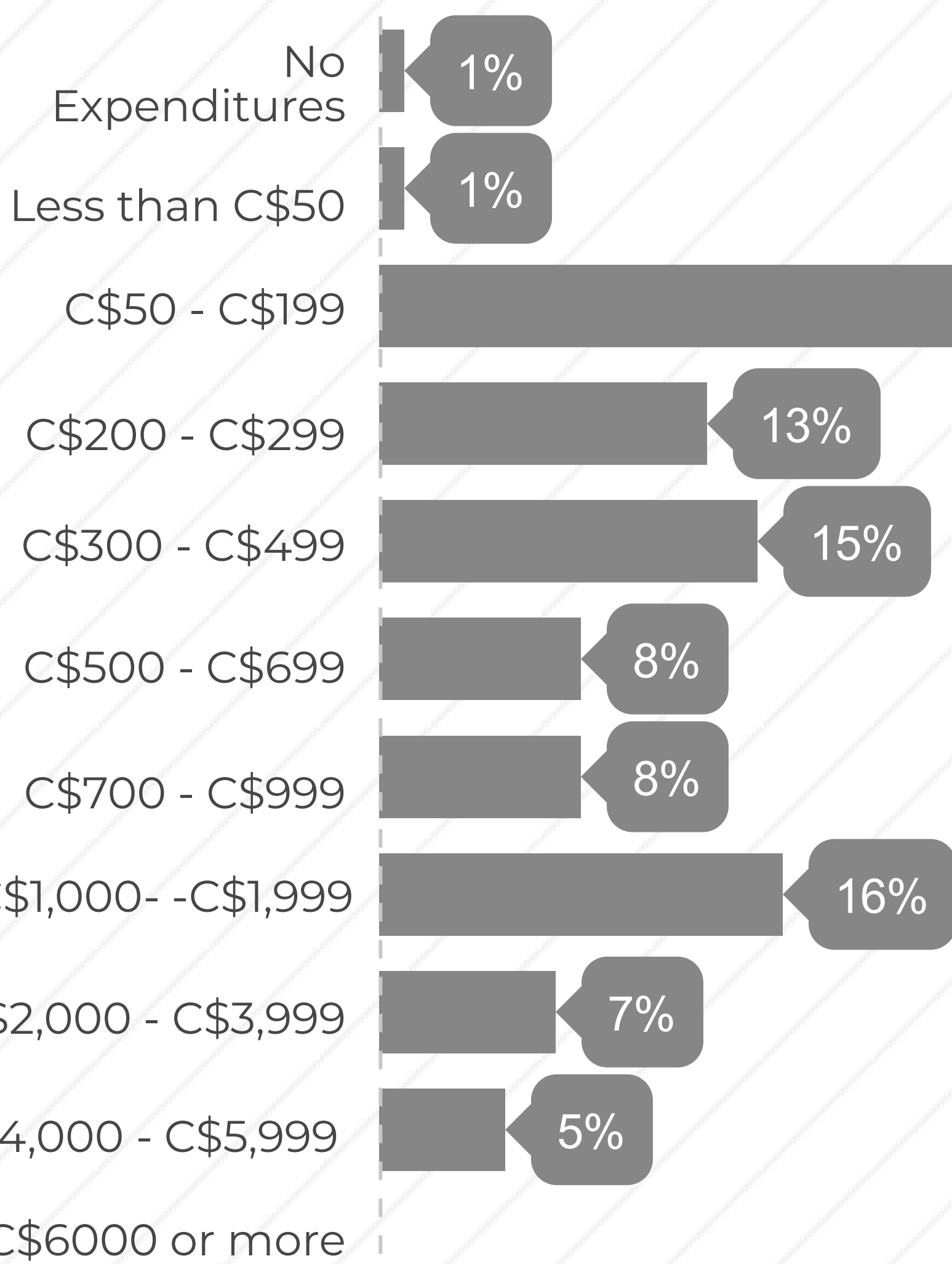
On average, Canadians spent 5.9 nights in Virginia.
Hotel or Motel
55%

Shopping was the number one reported activity, followed by going to a restaurant, sightseeing, visiting friends or relatives, beach, museums or art galleries, zoo or aquarium, attending a sports event, and visiting a National park.

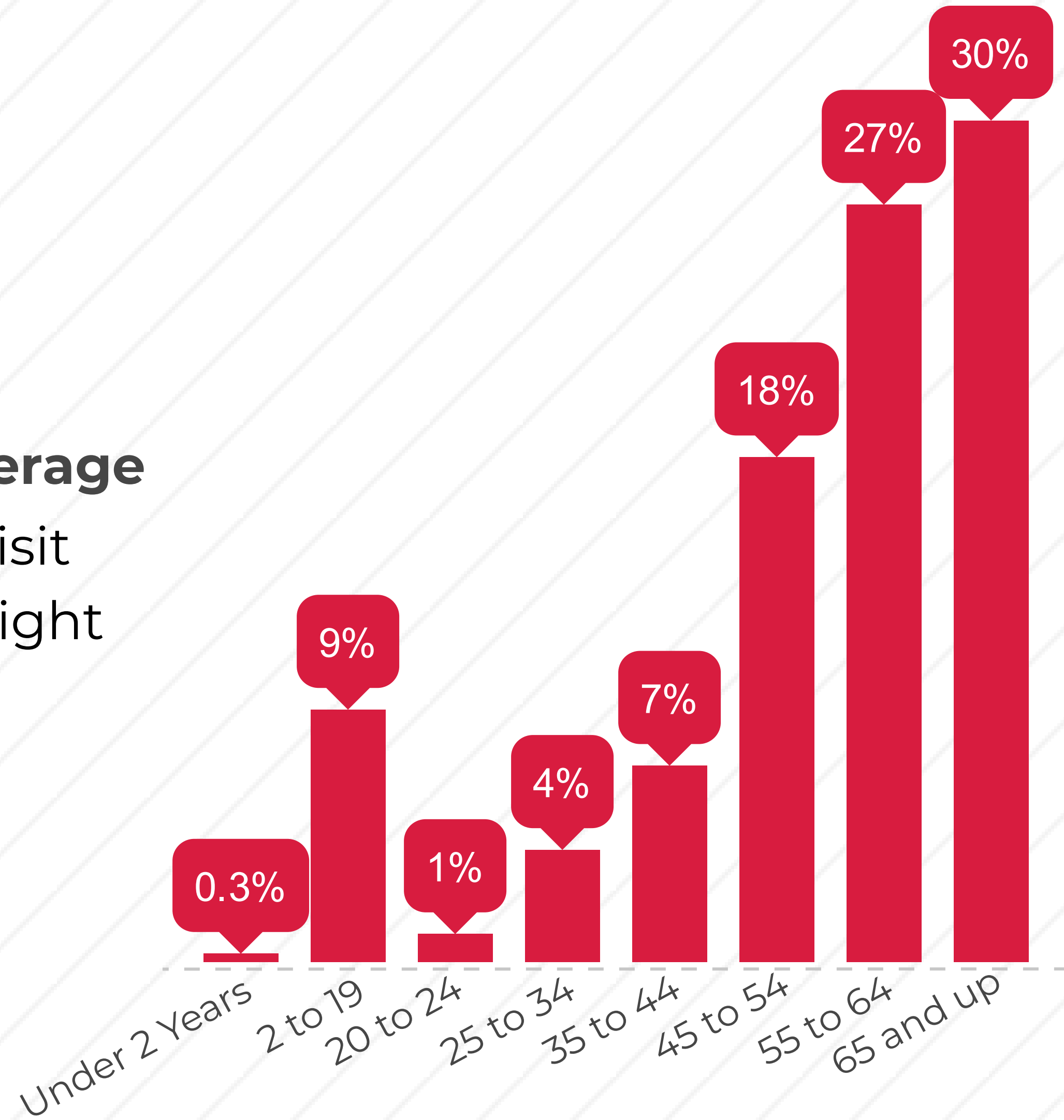


63% of the Canadians visited Virginia for holidays, leisure or recreation.

Traveler Profile

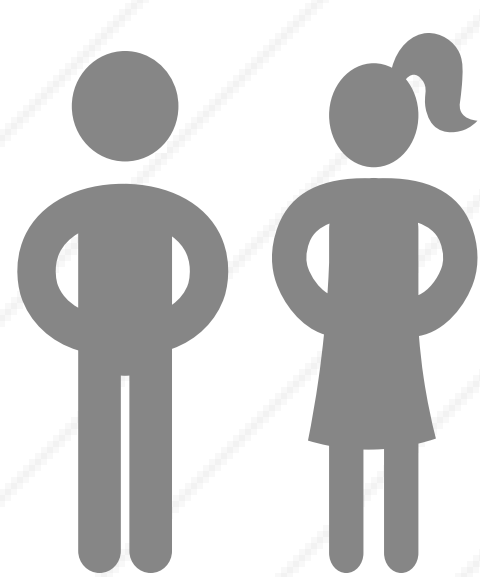


Spent on average
C\$511 per visit
C\$86 per night



ONTARIO

- 56% of all Canadian person-visits
- Average trip spending C\$346
- Average travel party size 1.9
- 87% of visitors are 35 and over



- 73% traveled by auto
- 23% by plane



- 35% visited April-June
- Stayed on average 3.5 nights
- 11% spent more than 7 nights



- 53% spent more than C\$300



QUEBEC

- 31% of all Canadian person-visits
- Average trip spending C\$230
- Average travel party size 2.7
- 66% of visitors are 35 and over

- 72% traveled by auto
- 13% by plane

- 35% visited April-June
- Stayed on average 5.1 nights
- 25% spent more than 7 nights

- 61% spent more than C\$300