Canadian Travelers to Virginia 2018

- 29 million Canadian Travelers to United States
- 507,000 Canadian Travelers to Virginia
- $237 million spent in Virginia
- 86% travelers from Ontario and Quebec

Main Purpose:
- 13% Friends & Family
- 63% Vacation
- 3% Business
- 1% Convention
- 18% vacation
- 80% drive
- 19% fly
- Virginia as a Main Destination
- 10.0 Median nights
- 16.9 Average nights

Types of Accommodations:
- 65% Hotel/Motel
- 18% Private Home
- 15% Shared Economy
- 10% Timeshare
- 7% RV Campground
- 4% Second Home
- 3% B&B
- 3% Other

Spending Categories:
- 43% Lodging
- 6% Shopping
- 29% Food/Beverages
- 5% Entertainment
- 15% Transportation
- 2% Other

Top Activities:
- 54% shopping
- 43% Sightseeing
- 32% Amusement parks
- 31% Beach/Lake
- 29% Visit friends or family
- 24% Fine dining
- 19% Dining out
- 15% Golf
- 14% Fishing
- 12% Local/Aquarium/Aviaries
- 11% National Monument/Historical site
- 10% Old homes/Mansions
- 9% Cultural/Ethnic heritage site
- 9% Nature/Outdoors
- 9% Reunion

Trip Planning:
- 136 Days Prior to departure
- 19% 1 Month
- 17% 2 Months
- 20% 3 Months
- 43% More than 3 Months

Month of Travel:
- 31% Spring
- 11% Fall
- 41% Summer
- 16% Winter

Travel Information Sources:
- 25% Destination websites
- 19% Social media
- 11% Travel company/Booking websites
- 10% Travel agents/Travel planning company
- 9% Other
- 5% Travel book/Guide
- 3% Visitor information centers

Travel Parties:
- Solo 2%
- Couples 74%
- Travel with family/friends 45%
- Travel with children 42%

Sources: Tourism Economics; XBorder Canada (n=133)