



# Canadian Travelers to Virginia 2018

#1 International Market



**29 million**

Canadian Travelers to United States

**507,000**

Canadian Travelers to Virginia



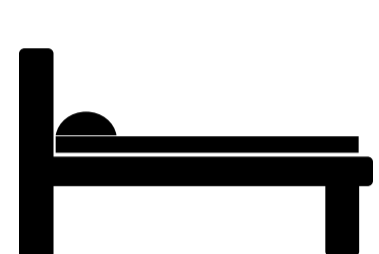
**\$237 million**

Spent in Virginia



**86%**

Travelers from Ontario and Quebec



**16.9**

Average nights

**10.0**

Median nights



**18%**

Virginia as a Main Destination



**80%**

Drive



**19%**

Fly

## Main Purpose



**13%**

Friends & Family



**63%**

Vacation



**3%**

Business



**1%**

Convention



**1%**

Study

## 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



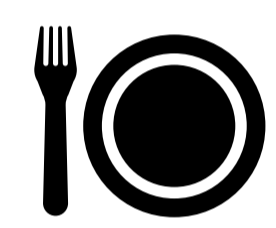
**43%**

Lodging



**6%**

Shopping



**29%**

Food/ Beverages



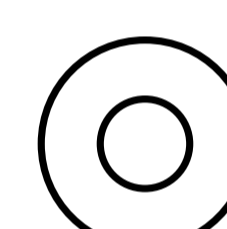
**5%**

Entertainment



**15%**

Transportation



**2%**

Other

## Top Activities



**54%**

Shopping



**43%**

Sightseeing



**32%**

Amusement parks



**31%**

Beach/ Lake



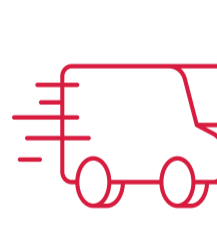
**29%**

Visit friends or family



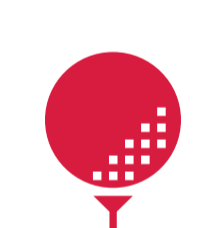
**24%**

Fine dining



**19%**

Dining out



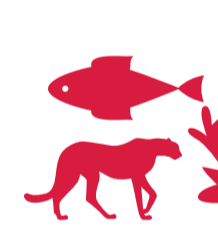
**15%**

Golf



**14%**

Fishing



**12%**

Zoos/ 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

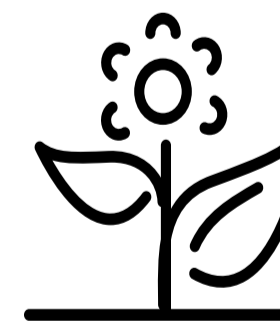
**20%**

3 Months

**43%**

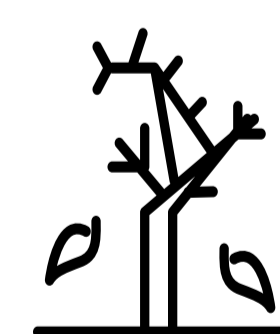
More than 3 Months

## Month of Travel



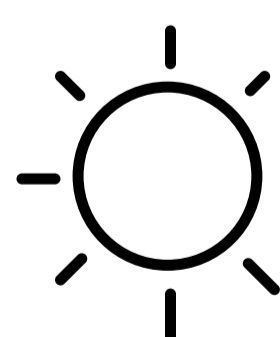
**31%**

Spring



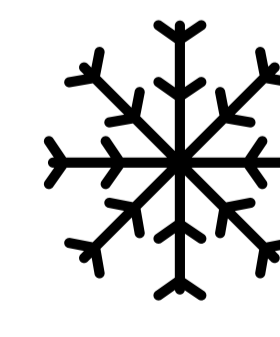
**11%**

Fall



**41%**

Summer



**16%**

Winter

## Travel Information Sources

**25%**

Destination websites

**19%**

Social media

**11%**

Travel company/ Booking websites

**11%**

Other websites

**10%**

Travel agents/ Travel planning company

**9%**

Other

**7%**

Friends & Family

**5%**

Travel books/ Guide

**3%**

Visitor information centers

## Travel Parties



**2%**

Solo



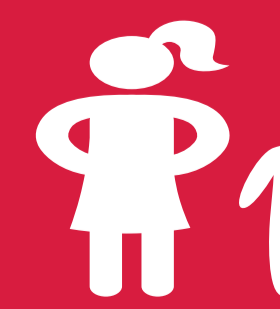
**74%**

Couples



**45%**

Travel with family/relatives



**42%**

Travel with children