



Canadian Travelers to Virginia 2019

#1 International Market



28 million

Canadian Travelers to United States

490,000

Canadian Travelers to Virginia



\$218 million

Spent in Virginia



83%

Travelers from Ontario and Quebec



4.3

Average nights in VA

29.7

Average nights in U.S.



21%

Virginia as a Main Destination



83%

Drive



17%

Fly

Main Purpose



13%

Friends & Family



63%

Vacation



3%

Business



0.3%

Convention



1%

Study

Types of Accommodations

72%

Hotel/Motel

21%

Private Home

11%

Shared Economy

10%

Timeshare

8%

Second home

6%

RV Campground

4%

B&B

3%

Other

Spending categories



42%

Lodging



7%

Shopping



22%

Food/Beverages



14%

Entertainment



14%

Transportation



1%

Other

Top Activities



29%

Amusement parks



27%

Sightseeing



26%

Shopping



23%

Beach/Lake



19%

Visit friends or family



19%

Dining out



16%

Fine dining



16%

National monument/Historical site



14%

Golf



14%

State monument/Historical site



12%

Zoos/Aquarium/Aviaries



12%

Botanical Gardens



10%

Old homes/Mansions



10%

Cultural/Ethnic heritage site



9%

State parks

Trip Planning



133 Days

Prior to departure

27%

1 Month

15%

2 Months

10%

3 Months

49%

More than 3 Months

Month of Travel



40%

Spring



13%

Fall



33%

Summer



13%

Winter

Travel Information Sources

49%

Friends & Family

38%

Destination websites

38%

Social media

26%

Travel agents/Travel planning company

25%

Travel books/Guide

23%

Travel company/Booking websites

22%

Visitor Information Centers

15%

Other websites

3%

Other

Travel Parties



5%

Solo



80%

Couples



37%

Travel with family/relatives



47%

Travel with children