



# Canadian Travelers to Virginia 2022

#1 International Market



**18 million**

Canadian Travelers  
to United States

**269,545**

Canadian Travelers  
to Virginia



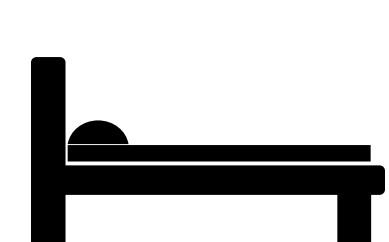
**\$120 million**

Spent in Virginia



**90%**

Travelers from  
Ontario and Quebec



**3.5**

Average  
Nights in VA

**26.3**

Average  
Nights in U.S.



**86%**

Drive



**14 %**

Fly



**35%**

Virginia as a  
Main Destination

## Main Purpose



**28 %**

Friends  
& Family



**44 %**

Vacation



**3 %**

Business



**1 %**

Convention



**2%**

Other

## Types of Accommodations

**75 %**

Hotel/Motel

**22 %**

Private Home

**12 %**

Shared Economy

**12%**

Second  
Home

**7%**

Timeshare

**6 %**

B&B

**2 %**

RV/  
Campground

**3%**

Other

## Spending Categories



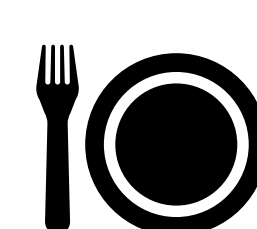
**35 %**

Lodging



**10%**

Shopping



**19 %**

Food/  
Beverages



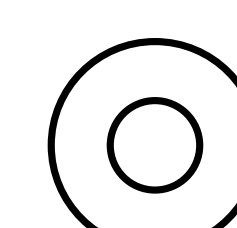
**6%**

Entertainment



**10 %**

Transportation



**3%**

Other

## Top Activities



**29%**

Beach/Lake



**28%**

Visit Friends  
or Family



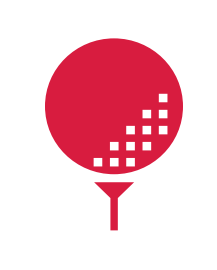
**28%**

Shopping



**25%**

Sightseeing



**20%**

Golf



**19%**

National  
Monument/  
Historical Site



**16%**

State  
Monument/  
Historical Site



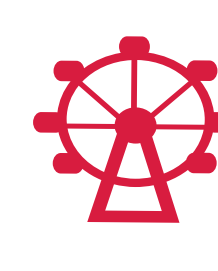
**15%**

Local  
Culinary  
Experiences



**15%**

State  
parks



**13 %**

Amusement  
Park



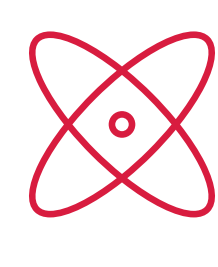
**12%**

Fine  
Dining



**10%**

Hiking/  
Backpacking/  
Walking



**10%**

Science Center/  
Museum



**10%**

Art & Design  
Museum/  
Art Gallery



**9 %**

Old Homes/  
Mansions

## Trip Planning



**77 Days**

Prior to Departure

**44%**

1 Month

**18%**

2 Months

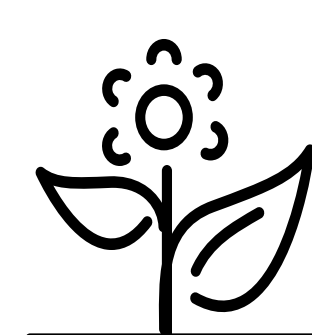
**14%**

3 Months

**24 %**

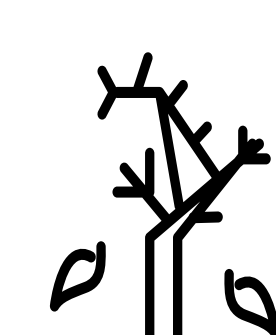
More than 3  
Months

## Month of Travel



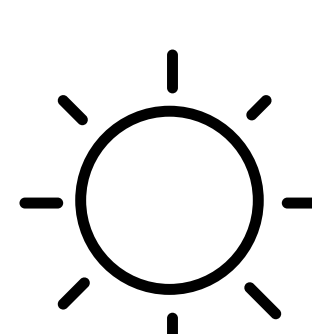
**41 %**

Spring



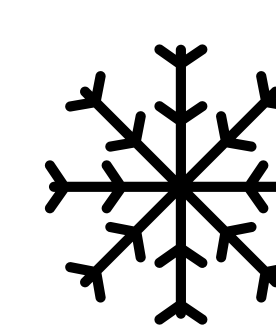
**18%**

Fall



**31 %**

Summer



**10%**

Winter

## Travel Information Sources

**26%**

Friends  
& Family

**23%**

Destination  
Websites

**18 %**

Travel Books/  
Guide

**15 %**

Travel Company/  
Booking Websites

**13 %**

Social  
Media

**12%**

Visitor  
Information  
Centers

**11 %**

Other  
Websites

**2%**

Travel Agents/  
Travel Planning  
Company

**4%**

Other

## Travel Parties

**53 Years**

Average  
Age



**6%**

Solo



**71 %**

Couples



**20 %**

Travel with  
Family/Relatives



**26%**

Travel with  
Children