



Canadian Travelers to Virginia 2022

#1 International Market

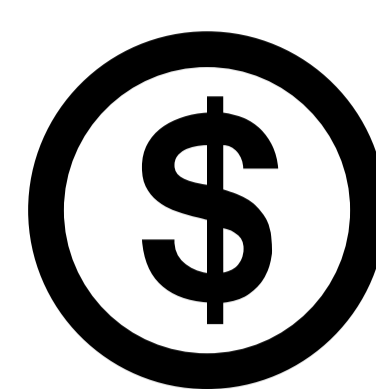


28 million

Canadian Travelers to United States

307,700

Canadian Travelers to Virginia



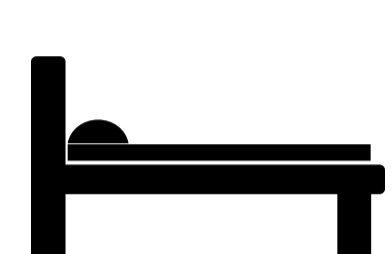
\$128 million

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



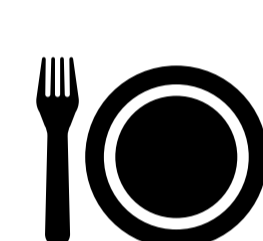
35%

Lodging



10%

Shopping



19%

Food/Beverages



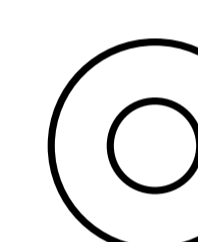
6%

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



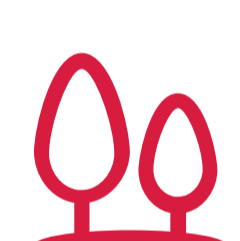
16%

State Monument/Historical Site



15%

Local Culinary Experiences



15%

State parks



13%

Amusement Park



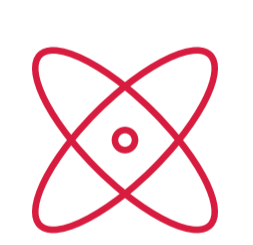
12%

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%

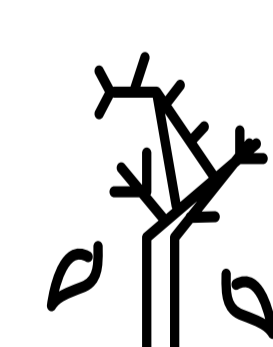
More than 3 Months

Month of Travel



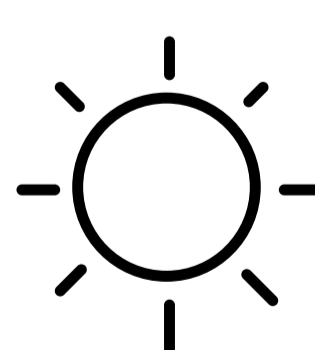
41%

Spring



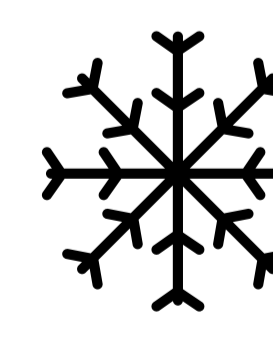
18%

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



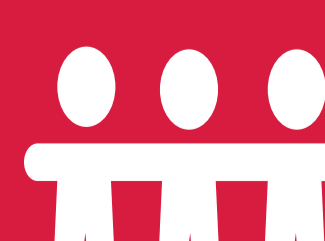
6%

Solo



71%

Couples



20%

Travel with Family/Relatives



26%

Travel with Children