



# Canadian Travelers to Virginia 2023

## #1 International Market

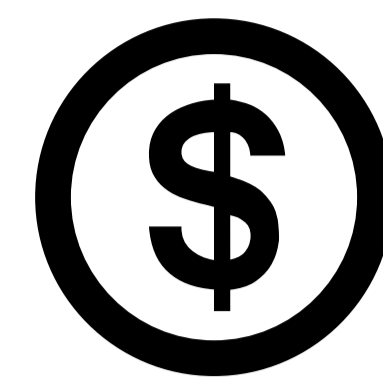


### 21 million

Canadian Travelers to United States

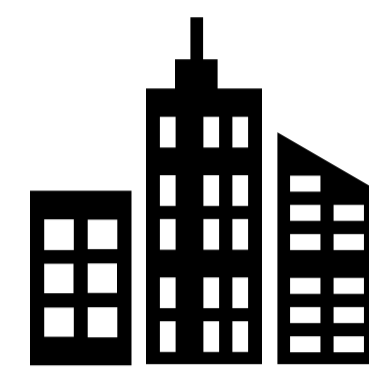
### 381,084

Canadian Travelers to Virginia



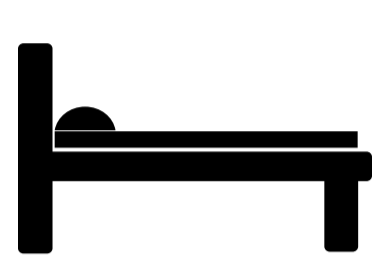
### \$203 million

Spent in Virginia



### 81%

Travelers from Ontario and Quebec



### 3.2

Average Nights in VA

### 24.1

Average Nights in U.S.



### 81%

Drive



### 19%

Fly



### 33%

Virginia as a Main Destination

### Main Purpose



### 19%

Friends & Family



### 49%

Vacation



### 11%

Events/Concerts/Festivals/Sports



### 5%

Shopping



### 2%

Business



### 1%

Convention

### Types of Accommodations

### 71%

Hotel/Motel

### 12%

Private Home

### 14%

Second Home/Condo

### 14%

Rental Property

### 7%

Timeshare

### 7%

RV Campground

### 6%

B&B

### 2%

Other

### Spending Categories



### 33%

Lodging



### 22%

Food/Beverages



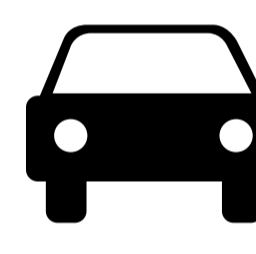
### 14%

Entertainment



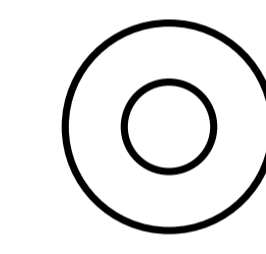
### 12%

Shopping



### 12%

Transportation



### 7%

Other

### Top Activities



### 24%

Beach/Lake



### 25%

Theme Park/Water Park



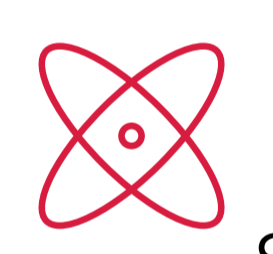
### 21%

Shopping



### 19%

Sightseeing



### 18%

Science Center/Museum



### 17%

National Monument/Historical Site



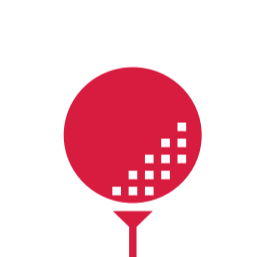
### 15%

Winery/Brewery/Distillery Tour



### 14%

Visit Friends or Family



### 14%

Golf



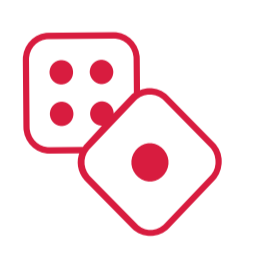
### 12%

Botanical Gardens



### 12%

Spa/Health Club



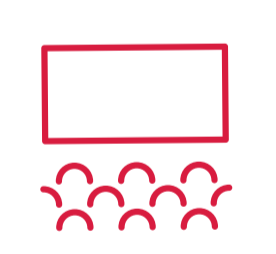
### 12%

Casino/Gaming/Horseracing



### 11%

Local Culinary Experiences



### 11%

Other Entertainment



### 11%

State Monument/Historical Site

### Trip Planning



### 81 Days

Prior to Departure

### 47%

1 Month

### 15%

2 Months

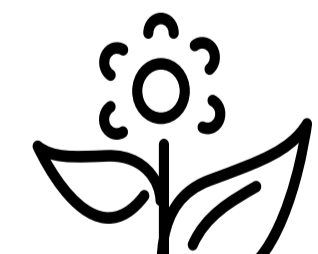
### 9%

3 Months

### 30%

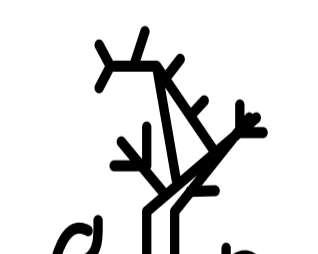
More than 3 Months

### Month of Travel



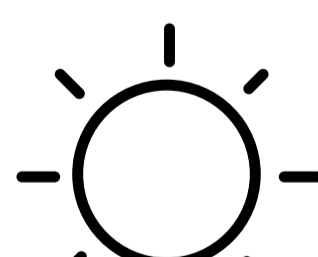
### 46%

Spring



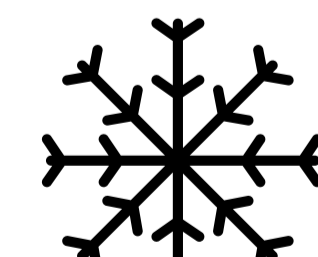
### 22%

Fall



### 22%

Summer



### 11%

Winter

### Travel Information Sources

### 48%

Friends & Family

### 29%

Destination Websites

### 23%

Travel Books/Guide

### 21%

Social Media

### 17%

Advertising (Printed or Online)

### 16%

Travel Company/Booking Websites

### 15%

Online Experts Sources (YouTube/Podcasts etc.)

### 13%

All Other Websites

### 11%

Visitor Information Centers

### Travel Parties

### 48 Years

Average Age



### 4%

Solo



### 73%

Couples



### 23%

Travel with Family/Relatives



### 41%

Travel with Children