



Canadian Travelers to Virginia 2024

#1 International Market

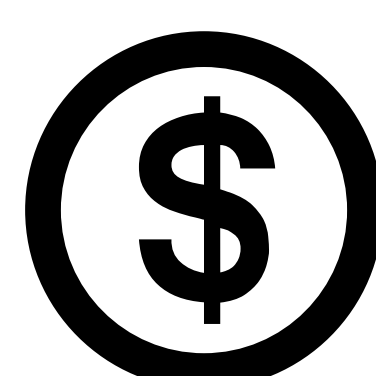


26 million

Canadian Travelers
to United States

389,000

Canadian Travelers
to Virginia



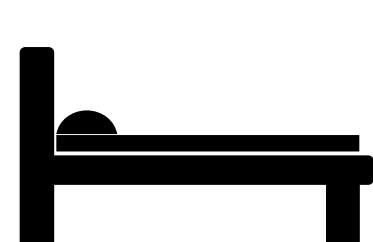
\$226 million

Spent in Virginia



83%

Travelers from
Ontario and Quebec



3.7

Average
Nights in VA

20.1

Average
Nights in U.S.



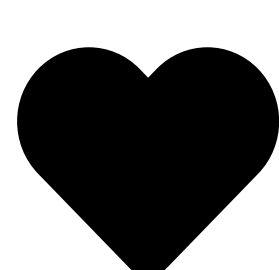
91%

Drive



9%

Fly



30%

Virginia as a
Main Destination

Main Purpose



15%

Friends
& Family



59%

Vacation



7%

Events/
Concerts/
Festivals/Sports



4%

Shopping



2%

Business



1%

Convention

Types of Accommodations

67%

Hotel/Motel

18%

Private Home

8%

Second
Home/Condo

13%

Rental
Property

10%

Timeshare

9%

RV
Campground

7%

B&B

4%

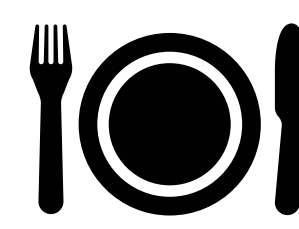
Other

Spending Categories



32%

Lodging



24%

Food/
Beverages



10%

Entertainment



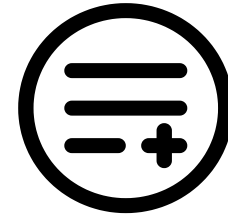
12%

Shopping



15%

Transportation



6%

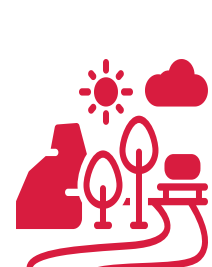
Other

Top Activities



36%

Beach/Lake



26%

State Park



24%

Sightseeing



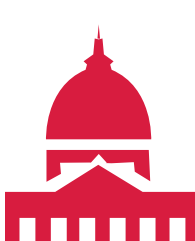
23%

Shopping



21%

National
Park



19%

National
Monument/
Historical Site



16%

Visit Friends
or Family



15%

Wildlife/
Bird Viewing



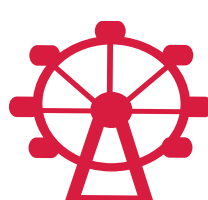
15%

Local
Culinary
Experiences



13%

State
Monument/
Historical Site



13%

Theme Park/
Water Park



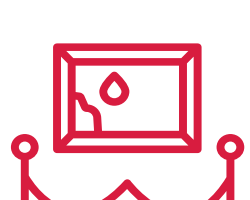
11%

Ranch/
Agri Tours



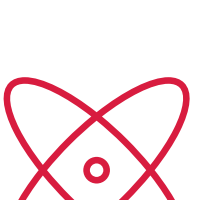
11%

Small Towns/
Countryside



11%

Art Museum/
Galleries



11%

Science Center/
Museum

Trip Planning



86 Days

Prior to Departure

43%

1 Month

14%

2 Months

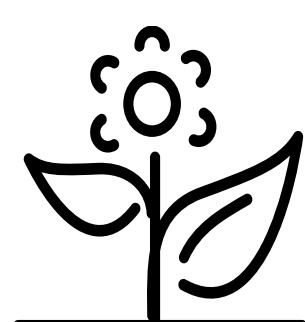
14%

3 Months

29%

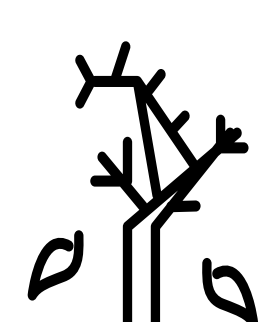
More than 3
Months

Month of Travel



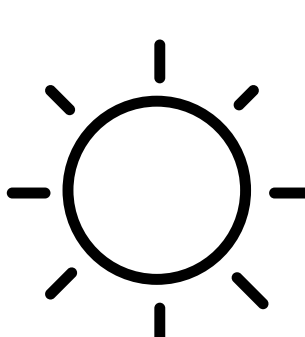
34%

Spring



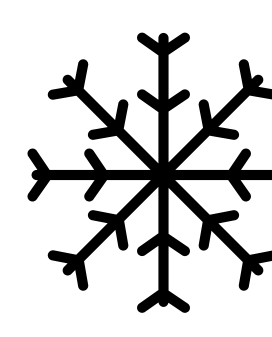
21%

Fall



26%

Summer



19%

Winter

Travel Information Sources

40%

Friends
& Family

28%

Destination
Websites

30%

Social
Media

26%

Travel Books/
Guide

19%

Online Experts
Sources
(YouTube/
Podcasts etc.)

17%

Visitor
Information
Centers

15%

Travel
Company/
Booking
Websites

14%

Advertising
(Printed
or Online)

13%

Travel/Home/
Adventure
Shows

Travel Parties

50 Years

Average
Age



6%

Solo



68%

Spouse/Partner



21%

Travel with
Family/Relatives



36%

Travel with
Children