



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# NTTO Releases New Report on Characteristics of Canadians Who Visited the United States by Land in 2022

---

Top State Visited: New York (1.9 million)

Average Per-Visitor Expenditure in the United States: \$1,083

---

The National Travel and Tourism Office (NTTO) is releasing a new report that details the characteristics of the 7.1 million Canadians who visited the United States by land in 2022.

"For the first time ever, the U.S. Department of Commerce now produces statistics on the characteristics of Canadian visitors to the United States. This provides critical intelligence to policymakers and U.S. businesses about this important international inbound source market for the U.S. travel and tourism industry," stated Brian Beall, Acting Deputy Assistant Secretary for Travel and Tourism.

10 key highlights of the Calendar Year 2022 Canadian Overnight Land Visitors to the United States report are:

1. Top Source Provinces: Ontario (49.9%), British Columbia (15.7%) and Quebec (13.5%)
2. Top U.S. States Visited: New York (1.9 million), Florida (836K), Washington (785K), California (477K) and Michigan (463K)
3. Top Main Purpose of Trip: Vacation/Holiday (75.2%), Visit Friends/Relatives (19.3%)
4. Travel Party Composition: Adults Only (66.1%), Adults with Children (33.9%)
5. 7.1 million visitors spent 61.7 million nights in the United States in 2022. Visitors from Canada spent an average of 8.7 nights in the United States in 2022.

6. Average Number of U.S. States Visited (2)
7. Top Types of Transportation Used in Addition to Private/Company/Rented Auto : Air Travel Between U.S. Cities (6.7%); Ride-sharing Service (5.5%), Bus Between Cities (4.8%)
8. Top Leisure Activities Engaged: Sightseeing (38.7%), Shopping (30.4%), Visit National Parks/Monuments (25.4%) and Experience Fine Dining (21.6%)
9. Average Per-Visitor Expenditure in the United States: \$1,083
10. Average Annual Household Income: \$87,214

The full report is [available here](#).

Other NTTO quarterly and annual international inbound reports (Overseas, Canada-Air and Mexico-Air) based on results of the Survey of International Air Travelers (SIAT) are [available here](#).

---

Keep up-to-date on the travel and tourism industry by visiting [TI News](#).

Check out ITA's new [Visual Data Center](#) providing a one-stop-shop where you can find a variety of data analysis at your fingertips. Discover industry insights and trends in an easy-to-understand format that will help simplify complex robust data points to provide valuable insights that can impact your business. You can interact with the data to easily view different patterns and trends or download the data at no cost for further analysis or use.



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

**National Travel and Tourism Office (NTTO)**

*Industry & Analysis,  
International Trade Administration  
U.S. Department of Commerce*

**SUBSCRIBER SERVICES**

Visit our [User Profile Page](#) to update your subscriptions or unsubscribe.

If you need assistance, please visit [subscriberhelp.govdelivery.com](#).

You are welcome to contact us at [publicaffairs@trade.gov](mailto:publicaffairs@trade.gov)