



National Travel and Tourism Office (NTTO)
Calendar Year 2023 - Canadian Land Visitors to the United States

Introduction

PREFACE

The U.S. Department of Commerce, International Trade Administration, National Travel and Tourism Office (NTTO) is pleased to release the 2023 *Canadian Land Visitors to the United States* report. NTTO is the official source for U.S. travel and tourism statistics. NTTO is congressionally mandated to collect, analyze, and disseminate international travel and tourism statistics. As a result, NTTO is charged with managing, improving, and expanding the system to fully account and report the impact of travel and tourism in the United States.

One of the congressionally-mandated responsibilities of NTTO is to develop, collect and report on the results of statistical and market research on Canadian land travel to the United States in order to facilitate and guide strategic and marketing planning in the public and private sectors.

On March 11, 2010, President Obama created the National Export Initiative (NEI). This report supports the NEI as an important tool that measures and provides the timely release of Canadian land arrival data and visitor profiles for the United States. It also supports key provisions of the Travel Promotion Act of 2009.

The statistical data collected reflect a comprehensive survey of Canadian visitors to the United States. The data reported provides market characteristics and visitor profile patterns for Canadian land travelers visiting the United States on an overnight trip in 2023.

The 2023 *Canadian Land Visitors to the United States* report was produced by CIC Research and XBorder Research Group. XBorder Research Group is a partnership between Travel Market Insights Inc. and DataPath Systems. XBorder Research produces the XBorder Canada (XBC) program. XBC is a syndicated survey established to provide national, state, and select city-level visitor metrics on Canadian visitation to the United States.

This report (YE 2023) provides volumetrics and visitor profiles for Canadian residents visiting the U.S. and U.S. states and select cities for overnight land visitors.

For additional information on national, state, or city-level Canadian visitor data and profiles please visit:

<https://www.xbordercanada.com/our-programs>

Users of this document are cordially invited to comment on its content and usefulness. Such comments should be directed to the U.S. Department of Commerce, International Trade Administration, Industry and Analysis, National Travel and Tourism Office, Research Division, Washington, D.C. 20230; Phone: (202) 482-4753; Fax: (202) 482-2887.

Website: <https://www.trade.gov/national-travel-and-tourism-office> Email: ntto@trade.gov

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General Survey Information

This report presents results from the XBorder Canada (XBC) program for 2023.

The XBC program provides volumetrics and visitor profiles for Canadian residents visiting the U.S. and U.S. states and cities for overnight visitors. Day visitor volume and day non-visitor volume are also collected in the overall XBC program and can be reported and integrated into reports. For additional XBC programs please see the XBC Product Tab in this report or visit: <https://www.xbordercanada.com/our-programs>.

Both the private and public sectors can use data from the survey. It is an invaluable resource for planning and marketing and can be used to analyze behavior of specific visitor segments at the national, state, and select city-level. In this report and related reports, survey results are expanded to represent all Canadian travelers to the U.S., based on Statistics Canada data and the U.S. Department of Homeland Security (DHS) data which is the official and best source of residency data available for travelers to the United States by Canadians.

Related Reports

Other reports from the NTTO statistical system are available at:

<https://www.trade.gov/travel-and-tourism-research>

XBorder Canada Visitor Products are available by subscription and include year-end annual, quarterly, and custom seasonal/options reporting.

Additional XBC products to consider are listed below or can be found the following website: <https://www.xbordercanada.com/our-programs>

Example Crosstab Options:

- I. Total Canadian Travelers - XBC reports overnight visitors as the primary deliverable. In addition to overnight visitor reporting XBC also can provide:
 - Day Visitor Volumetrics: Day Visitors are important to some destinations, such as border states, that have a need to understand the entire visitor impact (Overnight Visitor + Day Visitors). A Day Visitor is a visitor to your destination who did not spend the night, and are on a non-routine trip.
 - Day Traveler (non-visitor) data to the U.S. and by border state. Day travelers are non-day visitors, they are considered a traveler but not a visitor, as this group includes routine trips (work, school, regular shopping, etc.). This segment of travelers combined with Overnight Visitors and Day Visitors provides an understanding of all Canadian travel to and through (primarily) border states.
- II. Custom proprietary questions can be added in two ways: as a general question that is reported to all subscribers and as a custom question that is specific to a singular proprietary use. There are a limited number of custom questions that can be included, e.g., ad awareness and product awareness.
- III. The XBorder Mexico (XBM) program is similar to the XBorder Canada program with special emphasis on the primary border states to Mexico.
- IV. Total international visitor volumetrics and profiles. Travel Market Insights Inc. and XBorder Research Group provide comprehensive, comparable, and globally recognized state, city, and regional total visitor volumetrics (visits, spending, nights) and profiles.

Definitions

Following are explanations of report terminology:

CANADIAN LAND VISITORS TO THE UNITED STATES: referred to as "All Canadian" in the first banner point is a visitor profile of all respondents to the Survey who were residents of Canada, stayed overnight in the U.S., who visited by land – based on their mode of transportation returning to Canada.

CROSTAB: The top left column heading of each page in the report specifies a crosstab number. In this report there is one crosstab. Every table in a specific crosstab will have the same column headings (banner points).

BANNER POINT: The term "banner point" refers to the titles of the columns. At the top of every page in the report there are ten vertical banner points. Each crosstab is composed of a unique set of banner points.

ROW: Row titles are in the left-hand column of each table. They represent responses to the different questions in the Survey, some of which may correspond to banner headings at the top of the page. To read the results associated with a particular row, locate the row of interest, and move down the column of interest to the intersection, or specific cell, which has the information on how the traveler answered the question.

CELL: A "cell" represents one number in the report. A specific cell can be found at the intersection of a particular column and row. For example, the "cell" which represents 'All Canadian' land visitors can be found at the bottom of Table 1 of the report.

NUMBER OF RESPONDENTS: The top row of each table in the report shows the number of respondents to the question. It is shown for each column and provides the user with an idea of the level of confidence for the estimates in the column.

Explanation of Banner Points

The crosstab in the report contains ten banner points. The following list describes the respondents included under each banner point.

1. All Canadian: All respondents to the Survey who were residents of Canada, stayed overnight in the U.S., who visited by land – based on their mode of transportation returning to Canada.
2. Purpose of Trip - Business: All Overnight Canadian Land respondents who listed Business/Professional (General Business Meetings, Training, Convention/Conference/Trade Show, Other Business) as their primary or secondary purpose of trip.
3. Purpose of Trip - Convention: All Overnight Canadian Land respondents who listed Convention/Conference/Trade Show as their primary or secondary purpose of trip. Note: Those who listed more than one are counted only once.
4. Purpose of Trip - Vacation & VFR: All Overnight Canadian Land respondents who listed either Vacation/Holiday (General Vacation, Shopping, Special Events, Second Home, Cruise, Other Leisure) or Visit Friends/Relatives as their primary or secondary purpose of trip. Note: Those who listed more than one are counted only once.
5. Purpose of Trip - Vacation: All Overnight Canadian Land respondents who listed Vacation/Holiday (General Vacation, Shopping, Special Events, Second Home, Cruise, Other Leisure) as their primary or secondary purpose of trip. Note: Those who listed more than one are counted only once.
6. Hotel/Motel: All Overnight Canadian Land respondents who stayed in a Hotel/Motel, B&B, Shared Economy, or Timeshare for a portion of their trip.
7. Transportation Used- Airlines in U.S.: All Overnight Canadian Land respondents who used airline transportation within the United States.
8. Transportation Used- Rental Car: All Overnight Canadian Land respondents who rented an automobile/truck within the United States.
9. Travel Group - Children: All Overnight Canadian Land respondents who had children (Under Age 16) on their trip.
10. Travel Group - No Children: All Overnight Canadian Land respondents who had no children (under age 16) on their trip.

Explanation of total volumes

Total Visitors: is the number of visitors to the United States, including Puerto Rico and U.S. territories, spending at least one night in the U.S., and returning to Canada by land. XBC uses the Statistics Canada Frontier/Border Crossing data, which is also the official visitor data for the U.S. and reported by the U.S. Department of Commerce- National Travel and Tourism Office.

Total Nights: is the sum of all nights reported by respondents in the XBC survey for visits to the United States, including Puerto Rico and U.S. territories. XBorder Canada captures visitor nights at the city-stay level (zones) to produce the sum of nights in each state, and the total nights for the country.

Total Spending: represents the aggregate spending by total visitors. Spending is captured in the XBC survey at the city-stay level, including the spending by category (for impact analysis). Spending responses from the questionnaire require statistical adjustment. First, XBR implements standard trim (2%) to remove outliers. Then, XBR conducts additional statistical adjustments using Missing Value Replacement (MVR) methodology. MVR is implemented at the city-stay level for both

Methodology

XBorder Canada provides subscribers with trusted confidence that the Canadian visitor volumetrics and profiles are based on proven statistical methodologies.

XBC's methodology has been vetted by national, state, and city industry leaders. For example, The U.S. Department of Commerce, National Travel and Tourism Office conducted extensive vetting of the XBC methodology. Including a global review of other resources and methodologies. The result, USDOC, NTDO designated XBC (starting in 2021) as the official source for Canadian visitor profiles to the U.S. and for state-level reporting for Canadians visitors by land. Similarly, XBC is the primary source meeting FEMA data needs regarding Canadian volumetrics to all U.S. states and territories annually.

Visit Florida conducted a vetting process of XBC's methodology, using an economist panel, resulting in XBC being confirmed as the official Canadian visitor source for Visit Florida – providing Canadian volumetrics and profiles for the state quarterly and annually.

The 2022 XBC survey program was completed using a monthly multiple-panel approach including the XBC Canadian household online panel. In 2022 99,174 total Canadians were surveyed. Of those, 12,250 had taken a trip to the U.S. in 2022 and are included in this report. Based on a representative sample the Margin of Error (ME) would be +/- 0.31 on the total sample at a 95% confidence level. For most sub-groups reported the ME ranges from +/- 0.31 to +/- 3.0 at a 95% confidence level. It should be noted that the response rate reflects the significant disruption in travel due to COVID and related travel restrictions.

In the survey a trip was defined as: when you visited a destination for any type of trip (leisure, personal, business, pass-through, etc.) which was 100 km from home and not just for routine errands or for your regular job/work commute. This includes daytrips and overnight trips. Please, do not include trips commuting to/from work or school or trips taken as a flight attendant or commercial vehicle operator. Include trips even when you only changed planes, or boarded a cruise ship in the U.S.

Data Weighting

Data weighting is comprehensive and involves three steps at the national level:

Step One: It matches the panel respondents (travelers and non-travelers) back to Canadian census data on key demographics for: Age, Province/Territory, Gender, Children at Home, Rural/Urban, Employment, Home Ownership, and Language (known factors that impact travel).

Step Two: Next, it matches travelers to Statistics Canada Frontier and National Travel Survey Data by: Changing Planes and Exiting the U.S., Month of Travel, Border Crossing Entry Point, Length of Stay in the U.S., and Land/Air/Sea by Day/Overnight by Quarter of Trip End Date. (As Frontier Data includes auto travel that is for routine/commuter traffic, that count is reduced based on the National Travel Survey Data - by month and east/west ports of entry).

Step Three: the data is projected to the total number of visitors using Statistics Canada's Frontier Data and National Travel Survey Data. Final data counts match the Statistics Canada reports and the official visitor count released by NTDO (overnight counts).

Spending in U.S.

Spending estimates for Canadian overnight land visitors to the United States and all state and city-level spending were completed by applying a rigorous statistical approach. The process starts with a comprehensive and sound question set in the ongoing monthly XBC survey, which results in healthy response rates.

Then XBC filters the data by states and major cities, and for each, day vs. overnight visitors to that area. After data clearing, XBC deploys the SPSS module - "Missing Value Replacement" to accurately calculate total spending in the dataset. This process ensures that unreported spending data is credible. This process prevents data that sums up a total that would calculate a missing value as a zero.

The SPSS module calculates an Estimated Mean value (average) (EM) of the non-missing values in a variable and uses that EM as a replacement for the missing values. Each of the nearly 300 combinations has a unique Estimated Mean. This EM is generated on 25 iterations, removing outliers to ensure it accurately represents valid responses without impacting the original Mean based on the non-missing value responses. The reported Mean is the Mean of all respondent reported data (pre-cleaned for outliers) and missing responses filled in with the Estimated Mean.

This comprehensive approach adopts non-missing values as representative of the overall distribution of the variable and replaces the missing values with an estimated value based on a tolerance level of 0.001, a convergence of 0.0001 after 25 iterations.

Important Data Updates

The following highlights important data updates and improvements to the XBC program that should be noted.

XBC's status as the USDOC, NTDO official source for Canadian land visitors to the U.S. and state-level data required some questionnaire adjustments to advance reporting in the XBC that improves compatibility to the USDOC, NTDO SIAT survey questionnaire and output for overseas countries. For additional details on the questionnaire improvements, please contact XBC.

The need for improved weighting and volumetric modeling was driven by two major changes in the data available from Statistics Canada. First, in 2018 Statistics Canada stopped collecting any information at the state level (they never provided data at the city level). That change initiated the start of XBC, and a private sector replacement. Data run and provided to clients for the 2018 year was weighted using 2018 Statistics Canada national Frontier data. However, in 2019 Statistics Canada underwent additional survey and methodological changes that then impacted the national data.

Please note the following statement from Statistics Canada: "keep in mind when analyzing Frontier Counts results, as the changes introduced in late 2018 and January 2019 continue to affect year-over-year and year-to-date analyses between 2019 and previous years" and "Starting with January 2019 data, Statistics Canada updated the method of determining trip durations for US residents travelling to Canada and for Canadian residents returning from the United States. This change affects the relative proportions of same-day and overnight travelers arriving in Canada by air and by "other" modes of transportation (train, marine private, pedestrians, other vehicles). Trip durations for travel by automobile and bus are not affected. Caution is therefore advised when comparing 2019 data with data from earlier periods for these modes of transportation."

These changes included survey design differences between the kiosk systems added in the airports vs. the paper in-flight form, as well as definitional changes which previously grouped people into day or overnight by categories, which are now able to be more accurate. Because of this, direct

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Year End 2023 Canadian Overnight Land Visitors to the United States



Canadian Overnight Land Visitors to the United States					
Size of the Overnight Canadian Market	Canadian Overnight Land Visitors to the United States				
	Overnight Land Visitors to the United States 9,835,067	Nights Spent in the United States 64,760,390	Average Spend* in United States \$2,674	Average Number Of States Visited 2.0	
Who is coming?	Canadian Overnight Land Visitors to the United States				
	Province of Residence	Average Age	Total Travel Group Composition		Average Party Size
	Atlantic 5%	Male Visitors 46.0	Spouse/Partner 67%		2.6
	Quebec 24%		Family/Relatives 60%		
	Ontario 40%		Friend(s) 18%		Traveling with Children (under 16)
	Prairies 8%	Female Visitors	Traveling Alone 4%		41%
	Alberta/BC 22%	45.5	Tour Group 3%		
How are they traveling?	Canadian Overnight Land Visitors to the United States				
	Transportation In the U.S.		Avg. Nights in the United States	Avg. Nights Among Those Staying In:	
	Auto/Motorcycle 80%	6.6	Hotel/Motel/Rental*** 4.6		19%
	Bus/Subway 9%		Private/Second Home 11.1		
	Cities 7%		Hotel/Motel/Rental** 78%		
	RV/Motorhome 11%	Accommodations Used On Trip	Private/Second Home 20%		
	Walked/Bicycle 4%		Other (Camping, Other) 8%		
Why are they coming?	Canadian Overnight Land Visitors to the United States				
	Primary Trip Purpose		Activities on Trip		
	Vacation/Holiday 75%	Sightseeing 36%	Historic/Cultural Sites 19%		
	Friends/Relatives 18%	Shopping 27%	Art Galleries/Museums 21%		
	Business 3%	National Pks/Monuments 23%	Concert/Play/Musical 14%		
	Convention**** 2%	Experience Fine Dining 20%	Amusement/Theme Park 11%		
	Other 1%	Recreational Sports 24%	Camping/Hiking 11%		
What are they spending?	Canadian Overnight Land Visitors to the United States				
	Avg. Per Person Spend in United States**		Spending Categories - Average \$ Party Spent Per Trip		
	Per Visitor / Trip \$906	Accommodations \$797	Shopping/Gifts \$376		
	Per Visitor / Day \$232	Food/Bev/Dining/Grocery \$603	Ground Transportation \$378		
		Entertainment/Recreation \$321	Other \$199		

Source: XBorder Canada 2023
Footnotes:

Sample N = 5,346

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(January - December 2023)

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Volumetrics Table #1 - State Volumes Volumetrics Table #2 - Census Volumes	

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
JANUARY - DECEMBER 2023**

	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 1 - Q3a. Where do you live (Country of Residence)?** (%) -- XBC - What are the first three digits of your Canadian Postal Code?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Alberta	8.0%	15.1%	13.7%	8.1%	8.6%	7.6%	8.1%	8.5%	11.9%	5.3%
Calgary	4.6%	11.0%	9.5%	4.7%	5.0%	4.2%	1.8%	4.1%	8.5%	1.9%
Edmonton	1.4%	3.0%	2.3%	1.4%	1.5%	1.3%	3.9%	1.0%	1.2%	1.5%
British Columbia	14.4%	9.1%	11.9%	14.4%	13.8%	15.1%	22.7%	14.4%	13.2%	15.2%
Vancouver	8.1%	6.1%	7.8%	8.1%	7.5%	8.6%	17.5%	12.5%	8.2%	8.0%
Victoria	0.7%	0.4%	0.4%	0.7%	0.6%	0.7%	0.2%	0.3%	0.8%	0.7%
Manitoba	5.6%	7.0%	8.8%	5.7%	5.9%	6.0%	0.6%	2.6%	7.2%	4.5%
Winnipeg	4.3%	6.7%	8.8%	4.3%	4.6%	4.2%	0.6%	2.2%	6.1%	3.1%
New Brunswick	3.0%	3.3%	0.3%	3.0%	3.2%	3.0%	5.0%	2.4%	4.5%	1.9%
Newfoundland & Labrador	0.4%	0.9%	0.0%	0.3%	0.3%	0.4%	0.7%	1.3%	0.1%	0.5%
Nova Scotia	1.3%	1.8%	2.0%	1.2%	1.3%	1.5%	0.9%	0.5%	0.7%	1.6%
Halifax	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%	0.0%	0.0%	0.2%	0.5%
NWT/Nunavut	0.3%	0.0%	0.0%	0.3%	0.3%	0.4%	0.0%	0.0%	0.5%	0.1%
Prince Edward Island	0.3%	0.0%	0.2%	0.3%	0.3%	0.4%	0.4%	0.2%	0.3%	0.2%
Ontario	40.4%	37.4%	35.0%	40.1%	39.1%	37.5%	46.8%	40.8%	37.0%	42.7%
Ottawa	3.2%	1.7%	1.6%	3.2%	3.3%	3.9%	1.1%	1.5%	3.0%	3.4%
Toronto	11.0%	15.3%	15.3%	10.9%	11.0%	8.7%	8.4%	15.1%	10.2%	11.6%
Québec	24.1%	19.1%	24.7%	24.3%	24.8%	25.5%	13.3%	25.9%	22.5%	25.2%
Québec City	1.1%	1.3%	0.6%	1.2%	1.2%	1.5%	0.0%	0.5%	0.8%	1.3%
Montréal	10.0%	9.5%	11.6%	10.2%	10.2%	11.0%	3.7%	20.2%	10.6%	9.7%
Saskatchewan	2.1%	4.2%	3.5%	2.1%	2.3%	2.1%	1.6%	2.2%	2.0%	2.1%
Saskatoon	0.4%	1.7%	0.5%	0.4%	0.4%	0.2%	0.4%	0.8%	0.3%	0.5%
Yukon	0.4%	2.2%	0.0%	0.2%	0.2%	0.4%	0.0%	1.3%	0.0%	0.6%
Canadian Land Visitors Visitors (est. 000s)	9,835	816	593	9,612	8,795	6,433	533	741	4,025	5,810

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
JANUARY - DECEMBER 2023**

	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 9 - Q11. Was travel insurance purchased for this trip? (%) -- XBC - Which of the following did you purchase prior to leaving home? - Health/Travel Insurance										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Yes	18.6%	31.1%	26.5%	18.7%	19.4%	18.6%	19.8%	22.4%	17.4%	19.4%
No	81.4%	68.9%	73.5%	81.3%	80.6%	81.4%	80.2%	77.6%	82.6%	80.6%
TABLE 10 - Q14. With whom are you traveling now? ** (%) -- XBC - Who else travelled with you on this trip?										
Number of Respondents	5,335	387	258	5,202	4,697	3,598	300	360	1,380	3,955
Spouse/Partner	66.8%	60.0%	71.8%	67.5%	68.0%	65.5%	65.1%	67.5%	78.8%	58.4%
Family/Relatives	60.1%	64.4%	73.4%	60.4%	60.4%	58.2%	65.7%	70.7%	100.0%	32.3%
Business Associate(s)	1.5%	12.7%	7.9%	1.0%	1.0%	1.9%	3.6%	4.5%	0.8%	2.1%
Friend(s)	18.5%	25.4%	21.4%	18.4%	19.6%	20.4%	21.2%	21.3%	10.8%	23.8%
Tour Group	2.6%	9.1%	11.9%	2.5%	2.7%	2.7%	3.2%	5.1%	3.7%	1.9%
Traveling Alone	4.4%	4.9%	2.7%	4.3%	3.8%	3.9%	5.4%	4.2%	0.3%	7.3%
TABLE 11 - Q15. Including yourself, how many adults and/or children are in your travel party? (%) -- XBC - Including yourself, how many people are in each of the following age groups?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Adults Only	59.1%	44.7%	39.6%	58.9%	58.2%	60.2%	50.4%	47.0%	0.0%	100.0%
Adults and Children	40.9%	55.3%	60.4%	41.1%	41.8%	39.8%	49.6%	53.0%	100.0%	0.0%
Mean Total Party Size	2.65	2.78	2.94	2.65	2.68	2.66	2.74	3.07	3.58	2.24
Median Total Party Size	2.0	3.0	3.0	2.0	2.0	2.0	2.0	3.0	3.0	2.0
Adults Only										
Number of Respondents	3,966	225	132	3,862	3,445	2,704	200	207	0	3,966
One	21.2%	29.6%	21.1%	20.8%	19.2%	19.8%	26.2%	21.9%	0.0%	21.2%
Two	54.8%	42.3%	35.3%	55.4%	56.5%	56.3%	48.4%	41.4%	0.0%	54.8%
Three	10.9%	12.7%	26.6%	10.8%	11.2%	11.3%	14.0%	13.4%	0.0%	10.9%
Four or More	13.1%	15.4%	17.0%	13.1%	13.2%	12.6%	11.4%	23.4%	0.0%	13.1%
Mean Adult Party Size	2.24	2.29	2.59	2.24	2.27	2.26	2.17	2.65	0	2.24
Median Adult Party Size	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	0	2.0
Adults with Children										
Number of Respondents	1,380	164	129	1,351	1,263	898	101	153	1,380	-
Mean Party Size	3.58	3.38	3.25	3.59	3.58	3.66	3.71	3.60	3.58	0
Median Party Size	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	3.0	0

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:
 Travel Party = Immediate travel party (those people you knew and planned the trip with, not including other members of a tour group and only those that you can report on their spending
 Child = Under the age of 16.
 **Multiple response question.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
JANUARY - DECEMBER 2023**

	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Convention	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 12 - Q13a. What was the main purpose of your trip? (%) -- XBC - What was the primary purpose for taking this trip?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Business	3.4%	40.5%	5.5%	2.3%	2.4%	3.4%	4.6%	8.0%	4.0%	2.9%
Convention/Conference/Trade Show	2.4%	6.3%	39.7%	1.8%	2.0%	2.3%	3.6%	6.6%	2.9%	2.0%
Education	0.3%	0.8%	0.2%	0.1%	0.1%	0.3%	0.8%	0.3%	0.6%	0.1%
Medical/Health Treatment	0.5%	0.8%	3.2%	0.4%	0.4%	0.5%	0.8%	0.2%	0.8%	0.2%
Vacation/Holiday*	75.4%	39.9%	42.2%	77.2%	84.4%	82.4%	70.9%	68.7%	75.8%	75.2%
Visit Friends/Relatives	17.7%	11.6%	9.2%	18.1%	10.6%	10.9%	18.4%	15.5%	15.7%	19.1%
Other**	0.4%	0.0%	0.0%	0.1%	0.1%	0.2%	0.9%	0.6%	0.2%	0.5%
TABLE 13 - Q13a./b. All purpose(s) of trip.*** (%) -- XBC - What were all the purposes for taking this trip?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Business	8.3%	100.0%	30.7%	7.2%	7.7%	7.7%	15.3%	21.5%	11.2%	6.3%
Convention/Conference/Trade Show	6.0%	22.3%	100.0%	5.5%	5.9%	5.6%	10.7%	18.2%	8.9%	4.0%
Education	1.3%	6.2%	8.5%	1.1%	1.2%	1.3%	3.1%	2.8%	2.3%	0.6%
Medical/Health Treatment	1.7%	6.8%	11.2%	1.6%	1.7%	1.6%	3.0%	3.5%	2.8%	0.9%
Vacation/Holiday*	89.4%	83.5%	87.9%	91.5%	100.0%	93.8%	88.7%	91.2%	91.3%	88.1%
Visit Friends/Relatives	29.1%	33.0%	30.3%	29.7%	23.2%	21.8%	36.9%	39.4%	29.5%	28.7%
Other**	0.8%	1.4%	1.2%	0.5%	0.5%	0.6%	2.3%	1.0%	0.6%	0.9%
NET PURPOSES OF TRIP										
BUSINESS/PROFESSIONAL	12.5%	100.0%	100.0%	10.9%	11.8%	11.5%	21.8%	31.4%	17.3%	9.3%
VACATION/HOLIDAY & VFR*	98.2%	85.2%	89.2%	100.0%	100.0%	98.1%	98.8%	95.3%	98.6%	98.0%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

*Includes General Vacation, Shopping, Special Events, Cruise, Other Leisure.

** Includes Other and Change Planes and/or Board Cruise ship only.

***Multiple response question.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	Purpose(s) of Trip					Hotel/Motel	Transportation Used		Travel Group	
	All Canadian	Business	Con- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 14 - Q17. Type of accommodation in the U.S. and number of nights stayed.** (%) -- XBC - What type of accommodation did you mainly use in that area?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Hotel or Motel, etc.	78.0%	78.7%	78.3%	77.8%	82.3%	100.0%	87.5%	85.5%	77.2%	78.5%
Mean No. of Nights	4.62	5.63	5.38	4.58	4.60	4.83	6.21	5.06	4.58	4.64
Median No. of Nights	3.0	4.0	4.0	3.0	3.0	3.0	4.0	4.0	3.0	3.0
Private Home	19.9%	21.4%	20.7%	20.2%	15.7%	5.5%	14.9%	17.4%	20.7%	19.5%
Mean No. of Nights	11.05	4.58	4.79	11.03	13.76	24.44	11.40	5.11	4.79	15.39
Median No. of Nights	4.0	3.0	5.0	4.0	4.0	4.0	11.0	4.0	3.0	4.0
Other	7.9%	8.5%	5.9%	7.8%	8.0%	1.6%	2.9%	5.3%	7.3%	8.3%
Mean No. of Nights	7.62	4.32	3.51	7.83	7.97	6.35	3.84	2.29	4.64	10.02
Median No. of Nights	3.0	3.0	2.0	3.0	3.0	3.0	2.0	2.0	3.0	3.0
TABLE 15 - Q16a. How many nights in the U.S.A. have you spent on this trip? (%) -- XBC - How many total Nights did you spend in the U.S. on this trip?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
1 - 3 Nights	49.6%	36.5%	30.7%	49.3%	48.6%	48.7%	34.6%	29.5%	41.9%	54.9%
4 - 7 Nights	34.2%	45.0%	46.5%	34.5%	35.0%	34.3%	33.8%	51.9%	40.5%	29.8%
8 - 10 Nights	7.1%	10.5%	13.3%	7.0%	7.3%	7.3%	12.6%	8.7%	9.0%	5.7%
11 - 14 Nights	3.5%	1.1%	2.4%	3.6%	3.2%	3.6%	9.3%	3.7%	4.6%	2.8%
15 - 21 Nights	2.3%	4.1%	5.2%	2.3%	2.4%	2.6%	6.9%	3.7%	2.8%	1.9%
22 - 28 Nights	0.6%	0.9%	1.4%	0.6%	0.6%	0.6%	0.3%	0.8%	0.6%	0.6%
29 - 35 Nights	0.7%	0.8%	0.0%	0.6%	0.6%	0.8%	1.4%	1.1%	0.3%	0.9%
36 or More Nights	2.0%	0.9%	0.5%	2.0%	2.2%	2.1%	1.1%	0.6%	0.2%	3.3%
Mean No. of Nights	6.58	6.05	6.01	6.60	6.79	6.71	7.90	6.28	5.30	7.47
Median No. of Nights	4.0	4.0	5.0	4.0	4.0	4.0	5.0	5.0	4.0	3.0
TABLE 16 - Q16c. How many total nights away from home have you spent on this trip? (%) -- XBC - Total Nights on this trip?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Mean No. of Nights	7.30	7.80	7.58	7.29	7.52	7.55	9.09	6.98	6.11	8.13
Median No. of Nights	4.0	5.0	5.0	4.0	4.0	4.0	6.0	5.0	5.0	3.0

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 19 - Q3c./Q17. Number of states visited.** (%) -- XBC - Click on ALL the states you visited on THIS trip.										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
1 State	47.4%	36.8%	30.6%	47.3%	47.6%	45.8%	26.9%	39.5%	40.3%	52.2%
2 States	33.3%	44.2%	39.3%	33.2%	32.4%	33.1%	54.7%	37.9%	39.3%	29.1%
3 States	9.7%	9.7%	14.0%	9.8%	9.8%	10.5%	10.7%	12.3%	12.3%	7.9%
4 States	4.1%	5.6%	8.9%	4.1%	4.2%	4.5%	5.6%	3.9%	4.4%	4.0%
5 or More States	5.5%	3.7%	7.2%	5.6%	5.9%	6.1%	2.0%	6.3%	3.7%	6.7%
Mean No. of States	2.0	2.0	2.3	2.0	2.0	2.1	2.0	2.1	2.0	2.0
Median No. of States	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	2.0	1.0

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 21 - Q21. What types of transportation were used on this trip? ** (%) -- XBC - What types of transportation did you use to: (Travel Around the U.S. + Return to Canada)										
Number of Respondents	4,586	313	213	4,477	4,034	3,137	301	360	1,056	3,530
Air Travel between U.S. Cities*	6.7%	12.9%	11.6%	6.7%	6.6%	7.4%	102.8%	10.2%	8.6%	5.5%
Auto, Private or Company	76.0%	41.5%	37.0%	76.4%	75.1%	75.8%	16.2%	13.2%	69.6%	79.8%
Bus between Cities	5.6%	15.2%	19.0%	5.6%	6.1%	6.1%	4.7%	12.3%	6.4%	5.1%
City Subway/Tram/Bus	3.7%	7.7%	6.0%	3.7%	3.9%	4.2%	5.2%	7.8%	2.9%	4.2%
Cruise Ship/River Boat/Ferry	2.6%	9.7%	8.8%	2.7%	2.9%	2.9%	2.9%	6.8%	2.6%	2.7%
Motor Home/Camper (privately owned)	5.6%	16.5%	23.1%	5.6%	6.0%	4.3%	6.7%	14.7%	8.8%	3.8%
Motor Home/Camper (rental)	5.0%	25.8%	26.7%	5.0%	5.4%	4.1%	4.9%	10.2%	8.7%	2.8%
Railroad between Cities	3.4%	15.3%	13.4%	3.4%	3.7%	3.5%	7.4%	8.4%	4.7%	2.7%
Rented Auto	9.0%	25.2%	27.4%	8.7%	9.2%	9.8%	14.1%	100.0%	12.8%	6.7%
Motorcycle	4.0%	21.3%	20.6%	4.0%	4.3%	3.9%	4.7%	12.6%	6.6%	2.4%
Walked/Bicycle	4.3%	9.0%	5.7%	4.2%	4.3%	4.9%	7.3%	8.4%	4.7%	4.0%
Taxicab/Uber/Lyft	3.2%	5.2%	5.7%	3.2%	3.4%	4.2%	10.4%	7.6%	3.2%	3.2%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

* Includes using air to return to Canada.

**Multiple response question.

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
Table 22 - Q5b. Port of Entry -- XBC - Which U.S. State did you enter into the U.S. from Canada (Land Port of Entry)										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Alaska	0.8%	2.4%	3.8%	0.8%	0.8%	0.7%	0.9%	1.8%	1.2%	0.5%
Idaho	1.2%	1.6%	1.7%	1.2%	1.2%	1.4%	0.9%	1.4%	1.5%	1.0%
Maine	7.0%	5.2%	5.3%	7.1%	7.4%	7.5%	7.5%	4.7%	7.4%	6.8%
Michigan	11.5%	13.1%	10.6%	11.4%	10.9%	11.7%	16.5%	10.9%	12.8%	10.5%
Minnesota	4.4%	6.9%	7.8%	4.4%	4.7%	4.1%	2.5%	4.7%	6.2%	3.1%
Montana	6.3%	12.6%	13.5%	6.3%	6.5%	6.0%	7.0%	9.1%	7.0%	5.8%
New Hampshire	2.2%	2.6%	3.7%	2.2%	2.2%	1.5%	0.8%	2.4%	3.7%	1.1%
New York	39.7%	38.8%	33.0%	39.5%	39.4%	36.8%	34.7%	36.5%	33.8%	43.8%
North Dakota	4.2%	0.8%	3.9%	4.3%	4.5%	5.4%	1.1%	2.7%	4.1%	4.3%
Vermont	6.9%	3.0%	5.6%	7.0%	7.1%	7.9%	3.1%	8.4%	7.2%	6.6%
Washington	15.9%	13.0%	11.1%	15.8%	15.2%	17.0%	25.0%	17.4%	15.0%	16.5%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 23 - Q3c. What was the main destination that you visited since you left home? (%) -- XBC - Which U.S. State/Territory was your primary destination? + Other countries included on this trip										
Number of Respondents	5,345	389	261	5,212	4,708	3,601	300	360	1,380	3,965
New York	22.5%	16.4%	14.2%	22.3%	22.7%	18.7%	6.7%	17.8%	16.3%	26.9%
Washington State	9.1%	2.2%	1.8%	9.3%	8.8%	9.1%	2.9%	2.8%	6.9%	10.6%
Florida	7.6%	7.4%	6.4%	7.7%	8.1%	8.7%	23.8%	15.3%	8.7%	6.9%
Michigan	3.7%	1.9%	1.4%	3.6%	3.6%	3.9%	1.1%	0.6%	2.9%	4.2%
California	5.6%	12.3%	11.2%	5.5%	5.5%	5.0%	20.6%	6.9%	7.5%	4.3%
Pennsylvania	2.0%	1.1%	0.8%	2.0%	1.7%	2.1%	0.2%	1.3%	1.2%	2.6%
Maine	3.0%	0.8%	0.2%	3.1%	3.3%	3.9%	0.9%	1.3%	2.4%	3.5%
North Dakota	2.0%	0.0%	0.3%	2.1%	2.2%	2.9%	0.5%	0.4%	1.6%	2.3%
Montana	1.2%	1.0%	1.5%	1.2%	1.2%	1.2%	0.0%	0.9%	0.7%	1.5%
Virginia	0.7%	0.1%	0.7%	0.7%	0.5%	0.7%	0.2%	0.2%	0.8%	0.6%
Massachusetts	3.4%	0.8%	4.3%	3.4%	3.0%	3.4%	2.4%	3.6%	2.7%	3.9%
Nevada	1.5%	1.5%	3.0%	1.5%	1.6%	2.1%	6.4%	3.2%	0.7%	2.0%
Arizona	1.8%	3.4%	1.7%	1.8%	1.8%	1.2%	1.8%	1.7%	2.3%	1.5%
Minnesota	1.9%	1.2%	0.3%	1.9%	1.9%	2.4%	0.1%	0.5%	1.4%	2.2%
South Carolina	1.1%	0.0%	0.0%	1.1%	1.2%	1.4%	0.3%	0.1%	1.0%	1.1%
Ohio	2.1%	0.6%	1.5%	2.2%	1.8%	1.9%	1.5%	0.3%	2.0%	2.2%
Colorado	2.6%	5.4%	4.2%	2.6%	2.8%	2.9%	1.1%	6.6%	4.2%	1.5%
North Carolina	0.7%	0.7%	0.3%	0.7%	0.5%	0.4%	2.2%	0.6%	0.8%	0.6%
Vermont	2.1%	0.1%	0.0%	2.2%	2.3%	2.5%	0.0%	3.4%	1.7%	2.4%
Georgia	0.4%	1.5%	0.1%	0.4%	0.4%	0.3%	0.7%	0.7%	0.7%	0.3%
Texas	1.4%	1.4%	3.4%	1.4%	1.5%	1.1%	1.6%	2.3%	1.2%	1.6%
Oregon	1.7%	0.2%	0.1%	1.7%	1.5%	2.2%	0.2%	1.1%	2.4%	1.2%
Illinois	1.5%	2.4%	2.7%	1.6%	1.4%	1.5%	0.7%	0.9%	1.6%	1.5%
Tennessee	0.7%	0.8%	1.9%	0.7%	0.6%	0.7%	0.5%	1.1%	0.4%	0.9%
New Jersey	2.1%	0.9%	0.5%	2.1%	2.1%	2.5%	0.0%	1.4%	3.2%	1.3%
All other NON-Core Destinations	17.5%	35.8%	37.7%	17.3%	17.9%	17.1%	23.5%	25.2%	24.6%	12.7%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Convention	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 24 - Q3c./Q17. What U.S. Destinations did you visit (includes main destination)?** (%) -- XBC - Market share by overnight visitors to each destination										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
New York	25.5%	19.1%	14.0%	25.3%	25.7%	22.2%	10.1%	20.5%	20.0%	29.4%
Washington State	10.5%	3.7%	2.0%	10.7%	10.2%	11.0%	5.9%	4.4%	8.2%	12.2%
Florida	8.4%	8.3%	8.1%	8.4%	9.0%	9.8%	28.8%	16.7%	9.7%	7.5%
Michigan	5.5%	4.2%	3.5%	5.5%	5.6%	5.8%	5.1%	3.8%	4.8%	6.0%
California	6.5%	16.0%	14.3%	6.4%	6.4%	5.9%	21.8%	7.4%	8.6%	5.0%
Pennsylvania	4.1%	3.7%	2.7%	4.0%	3.8%	4.8%	0.4%	3.6%	2.5%	5.2%
Maine	4.4%	0.8%	0.2%	4.5%	4.8%	5.6%	4.2%	1.7%	4.1%	4.7%
North Dakota	3.2%	0.9%	1.5%	3.3%	3.5%	4.2%	1.0%	1.7%	3.1%	3.3%
Montana	2.8%	2.6%	2.2%	2.8%	2.9%	2.9%	0.8%	2.6%	2.5%	2.9%
Virginia	2.7%	2.3%	1.6%	2.7%	2.8%	3.0%	0.7%	0.8%	2.3%	2.9%
Massachusetts	4.7%	1.5%	4.7%	4.6%	4.2%	4.7%	2.5%	4.3%	4.6%	4.7%
Nevada	2.4%	3.0%	5.6%	2.4%	2.6%	3.0%	8.5%	3.8%	1.5%	3.1%
Arizona	2.3%	3.4%	3.2%	2.3%	2.4%	1.9%	3.1%	2.1%	2.7%	2.0%
Minnesota	2.7%	3.1%	1.6%	2.7%	2.8%	3.3%	1.4%	2.4%	2.3%	2.9%
South Carolina	2.5%	0.9%	0.5%	2.6%	2.8%	3.0%	2.1%	1.4%	2.4%	2.6%
Ohio	3.0%	2.4%	2.3%	3.1%	2.8%	2.7%	1.5%	2.2%	2.8%	3.2%
Colorado	3.5%	6.8%	6.8%	3.6%	3.7%	3.9%	1.7%	8.3%	5.4%	2.2%
North Carolina	2.1%	2.7%	1.7%	2.2%	2.1%	2.2%	4.3%	1.7%	2.2%	2.1%
Vermont	3.7%	0.3%	1.1%	3.8%	4.0%	4.6%	0.6%	3.9%	4.4%	3.3%
Georgia	1.6%	1.7%	0.8%	1.6%	1.7%	1.6%	0.8%	0.7%	1.3%	1.7%
Texas	2.4%	2.3%	4.9%	2.4%	2.6%	1.9%	2.3%	2.8%	2.9%	2.0%
Oregon	2.4%	1.9%	0.1%	2.4%	2.4%	3.0%	0.5%	1.4%	2.9%	2.0%
Illinois	2.1%	3.3%	3.9%	2.1%	2.1%	1.9%	0.7%	1.9%	2.4%	1.9%
Tennessee	1.5%	1.0%	3.2%	1.5%	1.5%	1.6%	0.8%	2.1%	1.1%	1.7%
New Jersey	2.9%	1.9%	1.7%	2.9%	3.0%	3.5%	0.6%	0.7%	3.9%	2.2%
All other NON-Core Destinations	24.7%	39.5%	60.6%	24.7%	25.9%	25.1%	25.1%	35.9%	29.3%	21.5%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

**Multiple response question.

	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Convention	Vacation & VFR	Leisure		Airlines in U.S.	Rental Car	Children	No Children
Number of Respondents	4,139	323	228	4,038	3,664	3,010	281	294	1,114	3,025
Capitol Region	5.8%	6.7%	7.1%	5.8%	5.8%	5.9%	1.7%	2.1%	5.6%	5.9%
Discover New England	17.9%	4.0%	7.3%	18.0%	17.7%	18.9%	11.6%	12.5%	16.4%	19.0%
Go West Summit	47.1%	57.8%	61.7%	47.1%	48.0%	46.3%	48.8%	49.6%	51.0%	44.1%
Grand Central USA	4.4%	5.6%	13.0%	4.5%	4.9%	4.3%	4.7%	7.8%	5.7%	3.4%
Great Lakes of North America	22.4%	18.5%	16.9%	22.3%	21.8%	22.6%	11.8%	17.8%	18.2%	25.6%
Mississippi River Country	12.4%	20.0%	19.5%	12.4%	12.7%	12.6%	9.1%	16.1%	12.0%	12.7%
Rocky Mountain International	10.9%	11.2%	14.1%	11.1%	11.7%	12.1%	4.3%	10.8%	10.9%	10.9%
South East Tourism Society	19.2%	22.1%	18.8%	19.3%	19.8%	19.6%	39.3%	29.2%	19.8%	18.7%
Travel South	13.9%	16.3%	14.1%	14.0%	14.2%	13.7%	12.9%	12.6%	13.1%	14.5%

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 25 - Q22. Did anyone engage in any of the following leisure activities?** (%) -- XBC - Now think about ALL the activities you did on this trip. Click on each type of activity you did while on this trip.										
Number of Respondents	4,747	311	223	4,667	4,369	3,297	272	318	1,238	3,509
Native American Area/Attraction	2.4%	7.4%	4.8%	2.4%	2.4%	2.1%	6.2%	3.4%	3.2%	1.8%
Amusement/Themepark/Waterpark	11.2%	16.7%	15.9%	11.2%	11.6%	12.7%	25.4%	24.7%	17.3%	6.8%
Art Galleries/Museums/Gardens/Zoos	21.4%	26.6%	20.8%	21.5%	21.9%	22.8%	22.3%	30.5%	25.4%	18.5%
Camping/Hiking	11.3%	23.3%	21.6%	11.4%	11.9%	9.4%	13.8%	12.0%	12.6%	10.4%
Casino/Gaming/Horse racing	8.1%	12.1%	7.4%	8.2%	8.6%	8.9%	13.2%	11.2%	5.5%	10.0%
Concert/Play/Musical	13.6%	17.9%	16.6%	13.7%	13.9%	14.6%	17.9%	13.6%	11.5%	15.0%
Cultural/Ethnic Heritage Sights	6.9%	12.2%	8.0%	6.9%	7.3%	6.3%	7.0%	9.7%	8.4%	5.9%
Experience Fine Dining	19.8%	7.4%	4.3%	20.1%	19.7%	21.9%	7.3%	23.1%	14.7%	23.5%
Golf	6.8%	11.0%	16.2%	6.9%	7.1%	7.0%	10.0%	13.3%	6.4%	7.2%
Guided Tour(s)/Scenic Train	9.8%	23.8%	18.2%	9.7%	10.0%	10.1%	14.2%	20.4%	8.8%	10.4%
Historical Locations	12.1%	18.3%	12.1%	12.1%	12.4%	12.5%	12.0%	19.0%	12.8%	11.6%
Hunting/Fishing	4.9%	16.3%	19.2%	5.0%	5.2%	4.4%	9.2%	13.9%	6.4%	3.9%
National/State Parks/Monuments	23.1%	26.5%	18.3%	23.1%	23.5%	22.7%	20.5%	27.4%	22.2%	23.6%
Nightclubbing/Dancing	4.6%	3.7%	6.0%	4.7%	4.6%	5.4%	2.7%	8.9%	3.9%	5.2%
Shopping	26.8%	6.1%	9.5%	27.2%	27.4%	27.5%	10.5%	20.5%	19.3%	32.1%
Sightseeing (includes Beach)	36.0%	36.0%	38.8%	36.2%	36.2%	37.3%	27.6%	49.1%	35.2%	36.6%
Small Towns/Countryside	10.4%	13.8%	11.8%	10.5%	10.4%	9.8%	8.6%	19.3%	9.6%	11.0%
Snow Sports	4.5%	17.7%	21.9%	4.5%	4.7%	3.7%	6.8%	14.2%	5.7%	3.6%
Sporting Event	10.2%	19.4%	22.8%	10.3%	10.7%	10.7%	13.9%	15.5%	10.7%	9.9%
Water Sports	8.0%	24.1%	22.0%	8.0%	8.3%	6.8%	7.8%	22.4%	11.6%	5.5%
Other	5.0%	5.6%	3.5%	4.7%	4.5%	3.9%	3.4%	3.8%	4.1%	5.6%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

Minor differences in category names from SIAT to XBC.

Excludes VFR and Business and None

**Multiple response question.

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 26 - Q18d./Q19. How much total money has been spent outside your own country? (\$) -- XBC - What did you spend in each area including anything booked prior to leaving home. For the total people in your travel party, what is your best estimate of spending in each destination?										
Mean Total Trip Expenditure*										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Per Travel Party / Trip	\$3,207	\$4,381	\$4,152	\$3,210	\$3,364	\$3,366	\$4,580	\$4,225	\$3,726	\$2,848
Per Visitor / Trip	\$1,074	\$1,353	\$1,271	\$1,075	\$1,125	\$1,117	\$1,335	\$1,144	\$995	\$1,128
Q18d. Mean Package Price										
Number of Respondents	864	120	69	843	819	595	67	91	335	529
Per Travel Party / Trip	\$2,817	\$3,359	\$2,773	\$2,835	\$2,847	\$2,800	\$3,217	\$3,285	\$3,460	\$2,155
Per Visitor / Trip	\$894	\$1,026	\$865	\$897	\$899	\$855	\$1,022	\$923	\$1,038	\$745
Q19d. Mean Expenditure in U.S.**										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Per Travel Party / Trip	\$2,674	\$3,250	\$3,339	\$2,671	\$2,782	\$2,828	\$3,846	\$3,384	\$2,913	\$2,508
Per Visitor / Trip	\$906	\$1,011	\$1,023	\$906	\$943	\$955	\$1,102	\$909	\$755	\$1,012
Per Visitor / Day	\$232.00	\$274.81	\$250.71	\$232.80	\$241.08	\$246.29	\$246.03	\$211.44	\$228.17	\$234.65

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

*Includes Spending in the U.S. and pre-trip packages and bundling purchases.

** Includes Spending in the U.S. and Excludes pre-trip packages and bundling purchases.

Spending includes 2% and > 0 trim on spending and missing value replacement.

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**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 27 - Q19e. Itemized trip expenditures from Q19d. (\$) -- XBC - Thinking of the total cost of your trip, please estimate how much your immediate travel party spent in each category.										
Q19e1. Mean Accommodations/Lodging in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$797.2	\$674.5	\$691.3	\$796.6	\$839.2	\$945.8	\$1,041.0	\$1,096.1	\$806.8	\$790.5
Per Visitor / Trip	\$268.4	\$222.3	\$222.3	\$268.4	\$282.9	\$322.3	\$304.8	\$264.9	\$199.2	\$316.3
Q19e3. Mean Entertainment and Recreation in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$320.9	\$413.0	\$533.2	\$324.6	\$346.3	\$341.4	\$538.0	\$497.9	\$408.8	\$260.1
Per Visitor / Trip	\$100.5	\$120.1	\$148.0	\$101.6	\$108.4	\$105.6	\$140.8	\$119.6	\$103.4	\$98.5
Q19e4. Mean Food and Beverages in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$602.6	\$857.3	\$795.9	\$594.3	\$612.6	\$611.9	\$869.6	\$627.4	\$631.9	\$582.3
Per Visitor / Trip	\$209.5	\$262.8	\$245.4	\$207.2	\$213.0	\$208.0	\$255.7	\$179.9	\$167.2	\$238.9
Q19e5. Mean Ground Transportation in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$378.2	\$587.1	\$557.8	\$374.1	\$382.5	\$368.0	\$569.2	\$506.0	\$406.2	\$358.8
Per Visitor / Trip	\$130.9	\$182.1	\$175.8	\$130.1	\$132.7	\$124.6	\$170.8	\$153.5	\$107.7	\$147.0
Q19e6. Mean Shopping, Gifts, and Other Purchases in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$375.5	\$428.7	\$459.2	\$379.9	\$390.6	\$375.5	\$427.3	\$435.6	\$446.1	\$326.6
Per Visitor / Trip	\$126.6	\$133.2	\$139.6	\$128.0	\$131.7	\$126.1	\$130.3	\$125.7	\$117.0	\$133.3
Q19e8. Mean Other Spending in the U.S.										
Number of Respondents	5346	389	261	5213	4708	3602	301	360	1380	3966
Per Travel Party / Trip	\$199.4	\$288.9	\$302.1	\$201.2	\$210.9	\$185.0	\$400.6	\$220.5	\$213.6	\$189.5
Per Visitor / Trip	\$68.4	\$86.2	\$86.0	\$69.0	\$72.0	\$65.5	\$99.4	\$64.8	\$57.0	\$76.2

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

Includes 2% trim on spending.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	Vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 35 - Q31b./c. What is your age and what is your gender? (%) -- XBC - What year were you born? + Which do you most closely identify as?										
Number of Respondents	5,315	383	260	5,182	4,684	3,583	301	358	1,376	3,939
Male Adults	60.0%	71.9%	65.9%	59.8%	59.1%	59.0%	62.6%	64.7%	60.3%	59.8%
18 - 24 Years	7.4%	6.5%	4.8%	7.4%	7.8%	7.1%	8.2%	10.4%	4.8%	9.3%
25 - 29 Years	4.6%	8.0%	3.7%	4.5%	4.9%	5.0%	8.3%	11.0%	3.9%	5.0%
30 - 34 Years	11.3%	21.5%	23.3%	11.3%	11.7%	11.8%	8.7%	15.9%	11.4%	11.3%
35 - 39 Years	16.8%	25.8%	26.3%	16.3%	16.8%	16.4%	21.4%	19.3%	26.4%	10.2%
40 - 44 Years	15.3%	25.5%	22.2%	15.4%	15.7%	13.3%	15.9%	16.2%	25.1%	8.4%
45 - 49 Years	10.0%	6.3%	4.7%	10.1%	9.5%	10.4%	17.0%	8.4%	14.6%	6.7%
50 - 54 Years	6.9%	3.8%	11.0%	6.7%	6.6%	7.5%	3.0%	6.2%	6.1%	7.4%
55 - 64 Years	11.6%	0.9%	2.2%	11.7%	11.6%	11.6%	7.7%	3.9%	5.5%	15.8%
65 or More Years	16.2%	1.8%	1.8%	16.5%	15.4%	16.9%	9.9%	8.8%	2.3%	25.9%
Mean Male Age (Years)	46.0	37.6	39.0	46.2	45.6	46.3	42.5	40.5	41.1	49.4
Median Male Age (Years)	43.0	38.0	38.0	43.0	43.0	43.0	40.0	38.0	40.0	49.0
Female Adults	40.0%	28.1%	34.1%	40.2%	40.9%	41.0%	37.4%	35.3%	39.7%	40.2%
18 - 24 Years	8.3%	12.2%	4.1%	8.3%	8.6%	8.2%	19.8%	9.7%	5.1%	10.5%
25 - 29 Years	8.3%	6.1%	14.1%	8.4%	8.6%	9.9%	12.6%	8.5%	7.6%	8.9%
30 - 34 Years	9.1%	16.0%	20.0%	9.0%	8.8%	9.7%	12.5%	17.5%	11.7%	7.4%
35 - 39 Years	13.8%	25.2%	21.3%	13.4%	13.8%	12.1%	10.2%	19.8%	20.8%	8.9%
40 - 44 Years	11.4%	15.1%	18.8%	11.5%	11.7%	10.9%	8.6%	12.1%	20.2%	5.4%
45 - 49 Years	12.1%	14.5%	11.0%	12.1%	12.2%	12.5%	19.5%	11.9%	18.8%	7.5%
50 - 54 Years	8.0%	3.1%	6.1%	8.1%	8.0%	7.0%	5.5%	3.8%	6.6%	9.0%
55 - 64 Years	15.5%	7.2%	2.2%	15.5%	14.7%	14.4%	8.7%	5.3%	4.3%	23.1%
65 or More Years	13.5%	0.5%	2.2%	13.7%	13.7%	15.2%	2.7%	11.5%	5.0%	19.4%
Mean Female Age (Years)	45.5	38.4	38.1	45.6	45.3	45.5	38.1	41.0	41.5	48.2
Median Female Age (Years)	44.0	38.0	38.0	44.0	44.0	44.0	38.0	38.0	41.0	51.0

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Notes:

Excludes Non-binary.

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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group	
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children
TABLE 35 - Q31b./c. What is your age and what is your gender? (%) -- XBC - Including yourself, how many people are in each of the following age groups?										
Number of Respondents	5,346	389	261	5,213	4,708	3,602	301	360	1,380	3,966
Party includes at least 1 visitor Under the age of 7	15.4%	22.9%	26.6%	15.4%	15.7%	15.8%	18.4%	20.3%	37.6%	0.0%
Party includes at least 1 visitor between 7 and 15	30.7%	39.0%	37.1%	30.8%	31.2%	29.5%	41.2%	35.4%	74.9%	0.0%
Party includes at least 1 visitor between 16 and 24	17.8%	18.5%	18.6%	17.9%	18.0%	18.3%	20.5%	18.8%	15.0%	19.8%
Party includes at least 1 visitor between 25 and 39	41.3%	59.4%	58.0%	40.9%	41.3%	40.6%	48.8%	56.2%	50.0%	35.4%
Party includes at least 1 visitor between 40 and 54	43.0%	42.5%	47.9%	43.3%	43.4%	43.1%	43.3%	43.4%	59.4%	31.7%
Party includes at least 1 visitor between 55 and 74	34.1%	10.4%	12.9%	34.3%	33.4%	34.9%	22.1%	24.5%	13.9%	48.1%
Party includes at least 1 visitor Over the age of 74	7.3%	2.4%	4.2%	7.2%	6.8%	7.1%	1.4%	5.1%	3.7%	9.8%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

**CANADIAN LAND TRAVELERS TO THE UNITED STATES
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	All Canadian	Purpose(s) of Trip				Hotel/Motel	Transportation Used		Travel Group		
		Business	Conven- tion	vacation & VFR	Vacation		Airlines in U.S.	Rental Car	Children	No Children	
TABLE 37 - Q32a./b. What is your total combined annual household income? (%) -- XBC - In Canadian dollars, what is the total combined annual income of all members of your household? (Converted to US\$)											
Number of Respondents	5,344	389	261	5,211	4,706	3,601	301	360	1,380	3,964	
Under \$20,000	3.0%	3.0%	1.8%	3.0%	2.9%	2.8%	2.0%	1.8%	2.0%	3.8%	
\$20,000 - \$39,999	9.9%	4.5%	2.7%	10.0%	9.3%	9.1%	6.5%	6.3%	5.9%	12.7%	
\$40,000 - \$59,999	19.3%	11.5%	6.2%	19.4%	19.9%	20.8%	18.7%	21.3%	14.8%	22.5%	
\$60,000 - \$79,999	13.3%	7.2%	5.5%	13.5%	13.7%	14.6%	10.5%	7.5%	12.2%	14.2%	
\$80,000 - \$99,999	18.1%	28.4%	28.0%	18.0%	18.4%	18.5%	15.4%	23.7%	22.8%	14.9%	
\$100,000 - \$119,999	13.7%	13.0%	15.9%	13.7%	14.3%	13.6%	15.5%	12.0%	16.5%	11.7%	
\$120,000 - \$139,999	4.9%	4.2%	5.5%	4.8%	4.6%	4.7%	4.0%	5.3%	5.0%	4.8%	
\$140,000 - \$159,999	6.7%	4.6%	14.6%	6.7%	5.9%	5.9%	8.1%	7.7%	8.0%	5.8%	
\$160,000 - \$179,999	4.1%	7.7%	6.3%	4.1%	4.4%	4.0%	8.2%	5.3%	4.8%	3.7%	
\$180,000 - \$199,999	2.4%	3.9%	4.9%	2.4%	2.3%	2.0%	5.3%	2.9%	1.9%	2.8%	
\$200,000 - \$219,999	1.6%	5.1%	3.6%	1.6%	1.6%	1.2%	1.7%	2.1%	2.1%	1.2%	
\$220,000 - \$239,999	0.6%	1.9%	0.7%	0.6%	0.5%	0.4%	0.9%	1.9%	0.7%	0.5%	
\$240,000 - \$259,999	0.7%	0.7%	1.7%	0.7%	0.7%	0.6%	0.4%	0.2%	1.1%	0.4%	
\$260,000 - \$279,999	0.1%	0.5%	0.5%	0.1%	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	
\$280,000 - \$299,999	0.6%	2.4%	0.3%	0.6%	0.6%	0.8%	0.8%	0.7%	1.0%	0.4%	
\$300,000 or More	0.9%	1.4%	1.9%	0.8%	0.9%	0.9%	2.1%	1.5%	1.2%	0.6%	
Mean Annual Income	\$93,737	\$117,032	\$123,834	\$93,579	\$93,462	\$92,223	\$109,701	\$103,500	\$103,807	\$86,759	
Median Annual Income	\$88,167	\$96,317	\$107,431	\$87,426	\$88,167	\$82,981	\$96,317	\$92,613	\$89,649	\$74,090	

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

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**CANADIAN LAND VISITORS TO THE UNITED STATES
JANUARY - DECEMBER 2023**

	Type of Transportation - returning to Canada		
	Land		
State Overnight Visits	Overnight Land Visitors	Point Estimate/ Share	Confidence Interval (95% Confidence)
New York	2,508,735	25.51%	(22.78% - 28.23%)
Washington State	1,037,030	10.54%	(8.62% - 12.46%)
Florida	825,518	8.39%	(6.66% - 10.13%)
Michigan	540,386	5.49%	(4.07% - 6.92%)
California	637,612	6.48%	(4.94% - 8.02%)
Pennsylvania	402,051	4.09%	(2.85% - 5.33%)
Maine	434,064	4.41%	(3.13% - 5.70%)
North Dakota	315,686	3.21%	(2.11% - 4.31%)
Montana	270,995	2.76%	(1.73% - 3.78%)
Virginia	264,721	2.69%	(1.68% - 3.70%)
Massachusetts	458,889	4.67%	(3.35% - 5.98%)
Nevada	239,135	2.43%	(1.47% - 3.39%)
Arizona	222,196	2.26%	(1.36% - 3.23%)
Minnesota	262,577	2.67%	(1.66% - 3.68%)
South Carolina	247,240	2.51%	(1.54% - 3.49%)
Ohio	297,715	3.03%	(1.96% - 4.10%)
Colorado	346,804	3.53%	(2.37% - 4.68%)
North Carolina	210,075	2.14%	(1.23% - 3.04%)
Vermont	366,083	3.72%	(2.54% - 4.91%)
Georgia	154,016	1.57%	(0.79% - 2.34%)
Texas	233,051	2.37%	(1.42% - 3.32%)
Oregon	234,144	2.38%	(1.43% - 3.33%)
Illinois	206,712	2.10%	(1.21% - 3.00%)
Tennessee	144,435	1.47%	(0.72% - 2.22%)
New Jersey	283,372	2.88%	(1.84% - 3.93%)

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Overnight Land Visits In State (returned to Canada by land). Top 25 states based on unweighted sample size.

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CANADIAN LAND VISITORS TO THE UNITED STATES

JANUARY - DECEMBER 2023

	Type of Transportation - returning to Canada		
	Land		
State Overnight Visits	Overnight Land Visitors 2022	Overnight Land Visitors 2023	Percent Change 2022 to 2023
New York	1,908,386	2,508,735	31.5%
Washington State	784,877	1,037,030	32.1%
Florida	835,836	825,518	-1.2%
Michigan	462,646	540,386	16.8%
California	477,303	637,612	33.6%
Pennsylvania	298,998	402,051	34.5%
Maine	256,092	434,064	69.5%
North Dakota	254,306	315,686	24.1%
Montana	180,097	270,995	50.5%
Virginia	209,587	264,721	26.3%
Massachusetts	244,990	458,889	87.3%
Nevada	266,884	239,135	-10.4%
Arizona	134,318	222,196	65.4%
Minnesota	225,931	262,577	16.2%
South Carolina	213,860	247,240	15.6%
Ohio	214,150	297,715	39.0%
Colorado	119,840	346,804	189.4%
North Carolina	210,603	210,075	-0.3%
Vermont	289,285	366,083	26.5%
Georgia	129,053	154,016	19.3%
Texas	176,557	233,051	32.0%
Oregon	221,444	234,144	5.7%
Illinois	148,091	206,712	39.6%
Tennessee	131,268	144,435	10.0%
New Jersey	280,518	283,372	1.0%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Overnight Land Visits In State (returned to Canada by land). Top 25 states based on unweighted sample size.

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CANADIAN LAND VISITORS TO THE UNITED STATES

JANUARY - DECEMBER 2023

	Type of Transportation - returning to Canada		
	Land		
Census Region Overnight Visits	Overnight Land Visitors	Point Estimate/ Share	Confidence Interval (95% Confidence)
Middle Atlantic	3,005,896	30.56%	(30.62% - 36.53%)
South Atlantic	1,375,913	13.99%	(11.45% - 15.73%)
Pacific	1,939,744	19.72%	(17.85% - 22.89%)
East North Central	1,084,442	11.03%	(9.92% - 13.98%)
New England	1,336,108	13.59%	(12.06% - 16.43%)
Mountain	1,233,755	12.54%	(11.16% - 15.41%)
West North Central	933,932	9.50%	(8.68% - 12.54%)
West South Central	379,818	3.86%	(3.33% - 5.96%)
East South Central	267,848	2.72%	(2.01% - 4.17%)
Other (U.S. Territories)	11,847	0.12%	(0.00% - 0.37%)

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Census Regions are counts of one visit per region, even if 2+ states were visited in that region.

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CANADIAN LAND VISITORS TO THE UNITED STATES

JANUARY - DECEMBER 2023

	Type of Transportation - returning to Canada		
	Land		
Census Region Overnight Visits	Overnight Land Visitors 2022	Overnight Land Visitors 2023	Percent Change 2022 to 2023
Middle Atlantic	2,715,024	3,005,896	10.7%
South Atlantic	1,443,479	1,375,913	-4.7%
Pacific	1,407,036	1,939,744	37.9%
East North Central	1,043,007	1,084,442	4.0%
New England	973,429	1,336,108	37.3%
Mountain	825,604	1,233,755	49.4%
West North Central	687,916	933,932	35.8%
West South Central	328,990	379,818	15.4%
East South Central	284,267	267,848	-5.8%
Other (U.S. Territories)	46,736	11,847	-74.7%

Source: XBorder Research Group - XBorder Canada Program 2023 Year-End.

Census Regions are counts of one visit per region, even if 2+ states were visited in that region.