




Year End 2023  
Example City

Size of the Overnight Canadian Market	Canadian Overnight Visitors			
	Overnight Visitors to the United States <b>20,514,340</b>	Overnight Visitors to Example City <b>1,077,067</b>	Nights Spent in Example City <b>7,150,601</b>	Direct Spend in Example City <b>\$1,223,963,778</b>

How are they planning?	Canadian Overnight Visitors To Example City		
	Decision Days Prior to travel (Average)  <b>35</b>	Information Sources (total mentions) Friends/Family 44% Websites 48% Social Media 32% Online Experts/Influencers 22%	Among Social Media - Regularly Use YouTube 48% Facebook 50% Instagram 46% Trip Advisor 33%

Who is coming?	Canadian Overnight Visitors To Example City			
	Province of Residence Atlantic 4% Quebec 31% Ontario 51% Prairies 2% Alberta/BC 11%	 Average Age <b>39.5</b>	Total Travel Group Composition Child(ren) <18 on Trip 36% Couple - No Kids on Trip 22% Other group types 35% Solo Traveller 7%	Average Party Size Avg. in Immediate Travel Party <b>2.5</b> Avg. in Household <b>2.0</b>

How/When are they coming?	Canadian Overnight Visitors To Example City			
	Travel Season Quarter 1 27% Quarter 2 24% Quarter 3 30% Quarter 4 19%	Avg. Nights in Example City <b>3.9</b>	Transportation Air Travelers 60% Land Travelers 40%	Packages Trip Included a Package/Bundle  <b>53%</b>
	Accommodations On Trip	Paid Accommodations 88% Hotel 76% Shared Economy 12% Unpaid Accommodations 16%		

Why are they coming?	Canadian Overnight Visitors To Example City			
	Primary Purpose of Trip Leisure/Holiday 92% Business 7% Other 1%	Activities on Trip Entertainment 30% Family/Sightseeing/Misc. 42% Nature/Outdoors 28% Recreational Sports 19%		

What are they spending?	Canadian Overnight Visitors To Example City			
	Per Person Spend in Example City Per Trip (Avg) \$734 Per Night (Avg) \$194	Spending Categories - % spent in each per Trip Accommodations 31% Food/Bev/Dining/Grocery 20% Entertainment/Activities 11%		