

CHARACTERISTICS OF TRAVELERS FROM CANADA TO CALIFORNIA – 2010

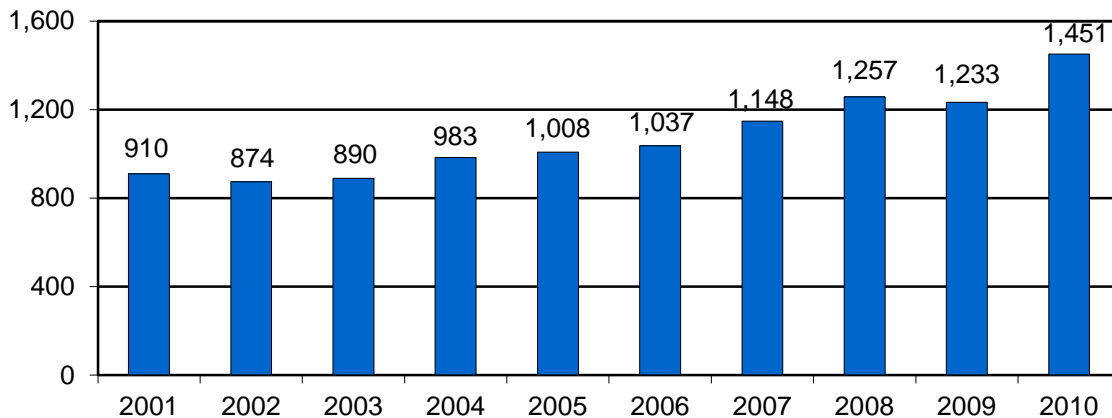
Total Market. Of the 19,961,000 Canadian visitors to the U.S. in 2010, 7.3%, or 1,451,000 visited California.¹ This was the highest annual volume of visitors to California from Canada and represented an increase of 17.7% from 2009.

Visitors from Canada to the U.S. and California

Year	Canadian Visitors to the U.S. ²	California Market Share	Canadian Visitors to California ²
1999	14,110,462	7.4%	1,044,000
2000	14,593,881	7.1%	1,036,000
2001	13,518,159	6.7%	910,000
2002	13,021,000	6.7%	874,000
2003	12,666,000	7.0%	890,000
2004	13,857,000	7.1%	983,000
2005	14,862,000	6.8%	1,008,000
2006	15,992,000	6.5%	1,037,000
2007	17,760,000	6.5%	1,148,000
2008	18,910,000	6.6%	1,257,000
2009	17,973,000	6.9%	1,233,000
2010	19,961,000	7.3%	1,451,000

2) Statistics Canada, International Travel Survey.

Visitors to California from Canada, 2001-2010 (in 000s)



Source: Statistics Canada, International Travel Survey.

¹The estimated volume of visitors to California was based upon the International Travel Survey: Canadian Residents 2010 produced by Statistics Canada. The sample size for Canadian visitors to California in 2010 was 1,247 respondents.

Main Purpose of Trip. Among all Canadian visitors to California in 2010, 54% reported that vacation/holiday was their main reason for traveling. Other main reasons for traveling included: visiting friends/relatives (21%), attending a convention (9%), and business (5%).

Length of Stay. Canadian visitors to California stayed an average of 9.4 nights in California. In comparison, the length of stay for all overseas visitors to California was 11.3 nights in the state.

Gender and Age. Men comprised 46% of Canadian travelers to California and women represented 54%. Their median age was 50 years. This is a somewhat older median age than reported by all overseas visitors to California (40 years).

Travel Party Size. Most (80%) Canadian travel groups consist of adults only. While 20% of Canadian travel groups to California include children, only 8% of overseas visitors to California include children. The mean travel party size for all Canadian visitors to the state was 1.9 people compared with 1.6 people for all overseas visitors to California.

Accommodations. More than two-thirds of Canadian visitors to California (67%) chose a hotel or motel for overnight accommodations during their stay in 2010. This proportion is lower than the 78% reported by all overseas visitors to California. A comparable 28% of all Canadian visitors to California stayed in a private home in 2010, which is similar to the percentage of all overseas visitors to California (29%). About 10% of Canadian visitors to California reported other accommodations such as camping or a rental home or apartment.

Expenditures. Visitors to California from Canada spent just over \$1.3 billion in California in 2010, an increase from 2009 (1.1 billion). The spending was greater as a result of an increase in the number of visitors to California combined with a slight increase in the length of stay in California. Canadian visitors were spending an average of \$99² per day in 2010, down from \$106 per day in 2009 during their visit to California. However, in 2009 as well as 2010, each visitor to California from Canada spent an average of \$927 in the state.

Transportation. More than seven in ten (72%) Canadian visitors to California returned to Canada via a plane, and 21% returned via auto. About 7% of Canadians reported other modes of transportation including charter bus, and cruise ship.

² All dollar amounts shown are U.S. dollars.