

CHARACTERISTICS OF TRAVELERS FROM CANADA TO CALIFORNIA – 2008

Total Market. Of the 18,925,000 Canadian visitors to the U.S. in 2008, 6.6%, or 1,257,000 visited California.¹ This was a record annual volume of visitors to California from Canada and represented an increase of 9.5% from 2007.

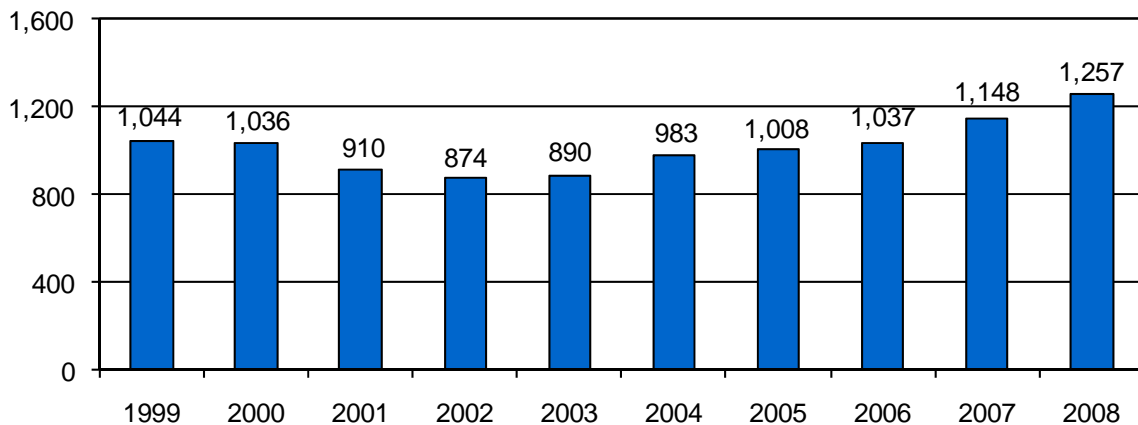
Visitors from Canada to the U.S. and California

Year	Canadian Visitors to the U.S. ¹	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	12,968,103	6.7%	874,000
2003	12,659,739	7.0%	890,000
2004	13,857,039	7.1%	983,000
2005	14,864,741	6.8%	1,008,000
2006	15,993,061	6.5%	1,037,000
2007	17,734,783	6.5%	1,148,000
2008	18,925,264	6.6%	1,257,000

1) U.S. Dept of Homeland Security, Form I-94, Non-Resident Arrival Records.

2) Statistics Canada, International Travel Survey.

Visitors to California from Canada, 1999-2008 (in 000s)



Source: Statistics Canada, International Travel Survey.

¹The estimated volume of visitors to California was based upon the International Travel Survey: Canadian Residents 2008 produced by Statistics Canada. The sample size for Canadian visitors to California in 2008 was 1,200 respondents.

Main Purpose of Trip. Among all Canadian visitors to California in 2008, 51% reported that vacation/holiday was their main reason for traveling. Other main reasons for traveling included: visiting friends/relatives (22%), attending a convention (10%), and business (9%).

Length of Stay. Canadian visitors to California stayed an average of 8.6 nights in California. In comparison, the length of stay for all overseas visitors to California was 11.0 nights in the state.

Sex 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 (81%) Canadian travel groups consist of adults only. While 19% 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 1.5 people for all overseas visitors to California.

Accommodations. Two-thirds of Canadian visitors to California (67%) chose a hotel or motel for overnight accommodations during their stay in 2008. This proportion is lower than the 78% reported by all overseas visitors to California. A comparable 29% of all Canadian visitors to California stayed in a private home in 2008, which is similar to the percentage of all overseas visitors to California (28%). About 16% 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 \$1.1 billion in California in 2008, up 12% from \$1 billion in 2007. The increase in spending was as a result of an increase in the number of visitors to California as well as an increase in spending while in California. Canadian visitors were spending an average of \$105 per day in 2008, up from \$103 per day in 2007 during their visit to California. In 2008, each visitor to California from Canada spent an average of \$899 in the state, as compared with \$876 in 2007.²

Transportation. Almost three-quarters (73%) of Canadian visitors to California returned to Canada via a plane, and 20% 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.