

2007 Canadian Visitation Summary

Total person-trips

- **Total person-trips** to NC by Canadian visitors were 946,800, an increase of 8.1% from 2006.

Overnight person-trips

- **Overnight person-trips** to NC by Canadian visitors were 411,400, an increase of 0.7% from 2006.
- Overnight Canadian visitors spent over \$105 million in NC during 2007.
- The majority of overnight Canadian visitors traveled to NC during the 1st (29.9%), 2nd quarters (28.7%) and 3rd quarters (26.4%).
- Over 75% of Canadian overnight visitors were from Ontario while 15% were from Quebec.
- Over four-fifths of person-trips (82.3%) were reported to be vacation related visits.
- The majority of Canadian visitors in 2006 traveled by auto (78.1%). Almost one-fifth of them used air transportation (19.5%). This is down from 24.6% in 2006.
- Over half (51.5%) of the trips were comprised of two-person parties, while 23% had 3-4 persons in the party.
- The majority of person-trips were for one night (47.9%). Approximately 25% lasted two - three nights. 17% of the person trips lasted 4-9 nights. The average length of stay for the overnight visitor was 3.9 nights.
- Forty-five percent of the person trips reported spending \$50-\$199. Almost thirty percent (26.8%) spent over \$500.
- 57% of person-trips were spent in a hotel/motel only. Just over eleven percent stayed with friends/relatives
- Over half (62.6%) of the overnight person-trips were by visitors between the ages of 45 and 74. Just over fourteen percent were between the ages of 25-44 years of age.
- The majority of person-trips were adult only (76.7%). Slightly over 15% of person trips included children.
- Top activities during the 2006 by Canadian overnight visitors are provided in the following table:

| Activity | |
|--|-------|
| Go Shopping | 84.2% |
| Participate In Sports/Outdoor Activities | 64.0% |
| Go Sightseeing | 61.4% |
| Visit Friends or Relatives | 51.4% |
| Visit a Historic Site | 27.8% |
| Golfing | 27.0% |
| Go to a Bar or Night Club | 25.6% |
| Visit a Theme or Amusement Park | 22.3% |
| Visit a National or State Nature Park | 20.3% |
| Visit a Museum or Art Gallery | 15.0% |
| Visit a Zoo, Aquarium / Botanical Garden | 14.7% |
| Attend Cultural Events (Plays, Concerts) | 11.3% |
| Attend a Sports Event | 10.2% |
| Attend a Festival or Fair | 9.0% |
| Boating-Motor/Sailboat/Kayak/Canoe/Other | 7.9% |
| Go to a Casino | 3.5% |
| Fishing | 3.4% |