



2009 Canadian Visitation Summary

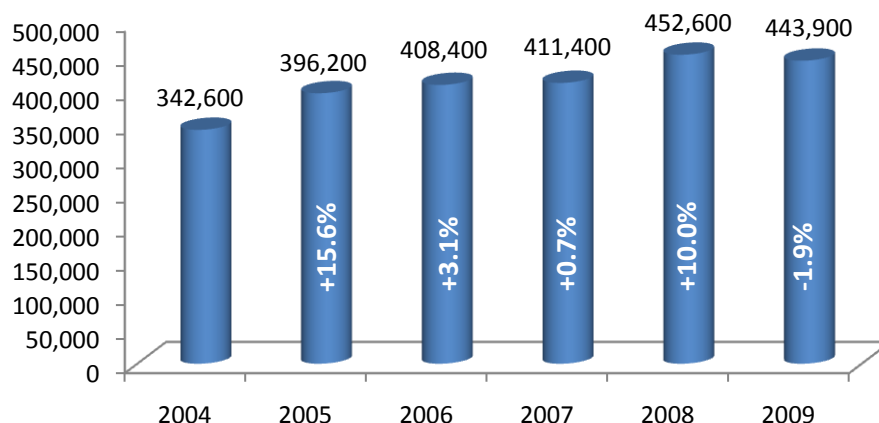
Total person-trips

- **Total person-trips** to NC by Canadian visitors were 1,019,300, an increase of 1.4% from 2008.

Overnight person-trips

- **Overnight person-trips** to NC by Canadian visitors were 443,900, a decrease of 1.9 percent from 2008, but still 8.0 percent above 2007 visitation.

Overnight Canadian Visitation to North Carolina



- Overnight Canadian visitors spent over \$123 million in NC during 2009, an increase of twelve percent over 2008.
- The majority of 2009 overnight Canadian visitors traveled to NC during the 1st (31.2%) and 2nd quarters (27.8%), though in the 3rd quarter visitation increased over twenty percent as compared to the third quarter of 2008.
- Over 71 percent of Canadian overnight visitors were from Ontario while 14 percent were from Quebec.
- Over four-fifths of person-trips (86.0%) were reported to be vacation related visits.
- The majority of Canadian visitors in 2009 traveled by auto (78.4%). Almost one-fifth of them used air transportation (18.4%).
- Over half (51.7%) of the trips were comprised of two-person parties, while 22 percent had 3-4 persons in the party.
- The majority of person-trips were for one night (44.6%). Approximately 25 percent lasted two - three nights. Nineteen percent of the person trips lasted 4-9 nights (up from 16% in 2008). The average length of stay for the overnight visitor was 3.8 nights (up 8.6% from 3.5 nights in 2008).

- Forty-four percent of the person trips reported spending \$50-\$199. Almost 30 percent (28.4%) spent over \$500.
- Fifty-eight percent of person-trips were spent in a hotel/motel only. Ten percent stayed with friends/relatives.
- Over half (64.4%) of the overnight person-trips were by visitors between the ages of 45 and 74. Thirteen percent were between the ages of 25-44 years of age.
- The majority of person-trips were adult only (83.0%). Seventeen percent of person trips included children.
- Top activities during the 2009 by Canadian overnight visitors are provided in the following table:

Activity	
Go Shopping	81.8%
Participate In Sports/Outdoor Activities	63.1%
Go Sightseeing	61.3%
Visit Friends or Relatives	49.3%
Visit a Historic Site	29.9%
Golfing	25.2%
Go to a Bar or Night Club	25.4%
Visit a Theme or Amusement Park	20.1%
Visit a National or State Nature Park	20.1%
Visit a Museum or Art Gallery	19.5%
Visit a Zoo, Aquarium / Botanical Garden	15.1%
Attend Cultural Events (Plays, Concerts)	14.4%
Attend a Sports Event	11.5%
Attend a Festival or Fair	11.2%
Boating-Motor/Sailboat/Kayak/Canoe/Other	9.0%
Go to a Casino	3.2%
Fishing	3.5%