



2010 Canadian Visitation to North Carolina

September 2011

**North Carolina Division of Tourism, Film and Sports
Development**

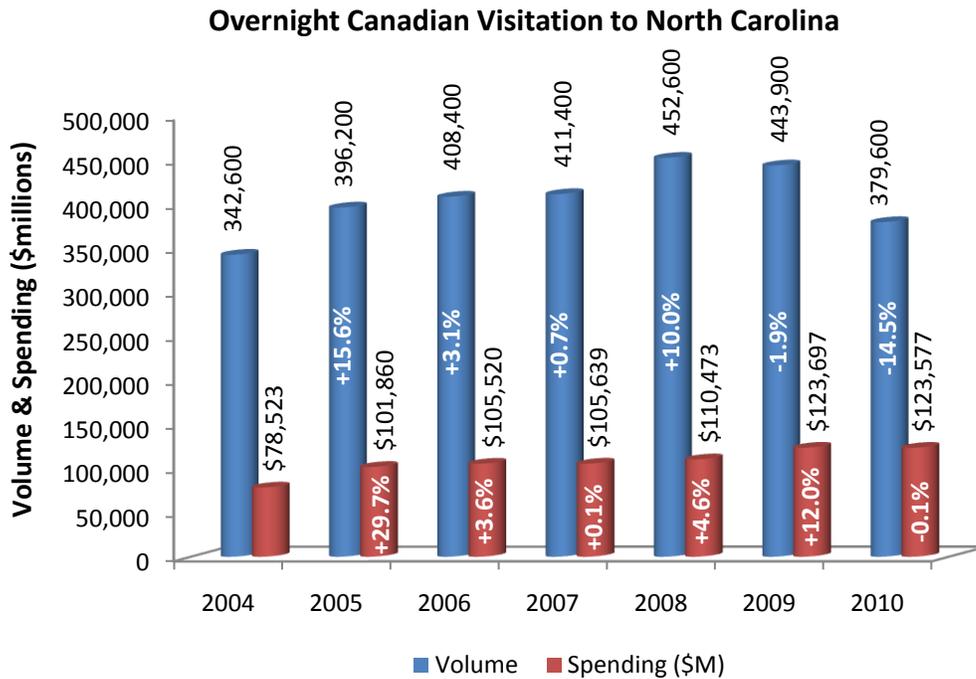
2010 Canadian Visitation Summary

Total person-trips

- *Total person-trips* to NC by Canadian visitors were 936,800.

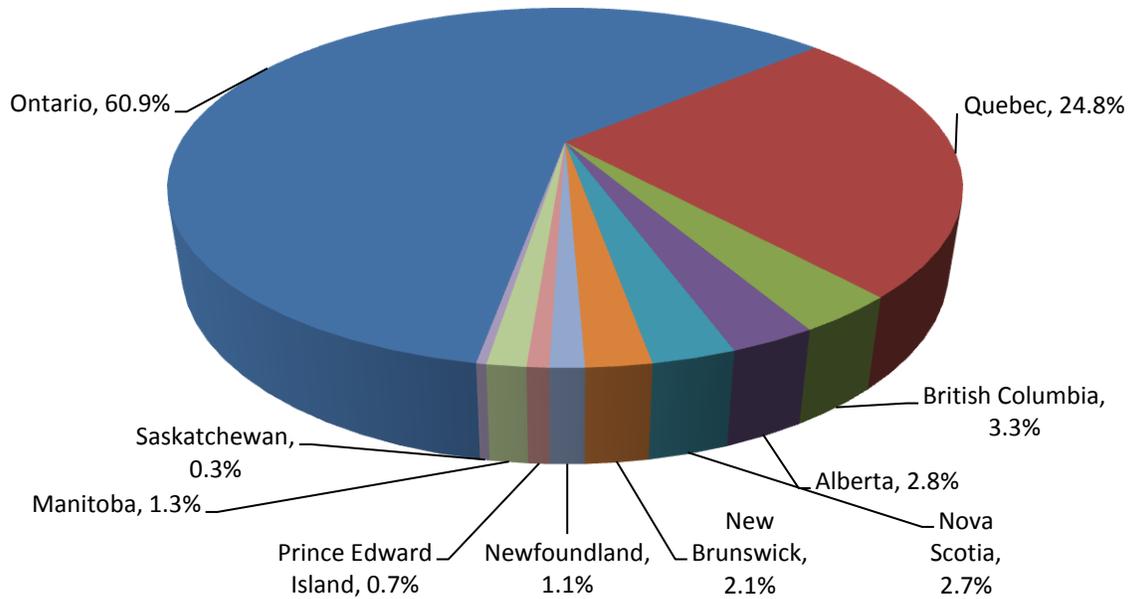
Overnight person-trips

- *Overnight person-trips* to NC by Canadian visitors were 379,600.



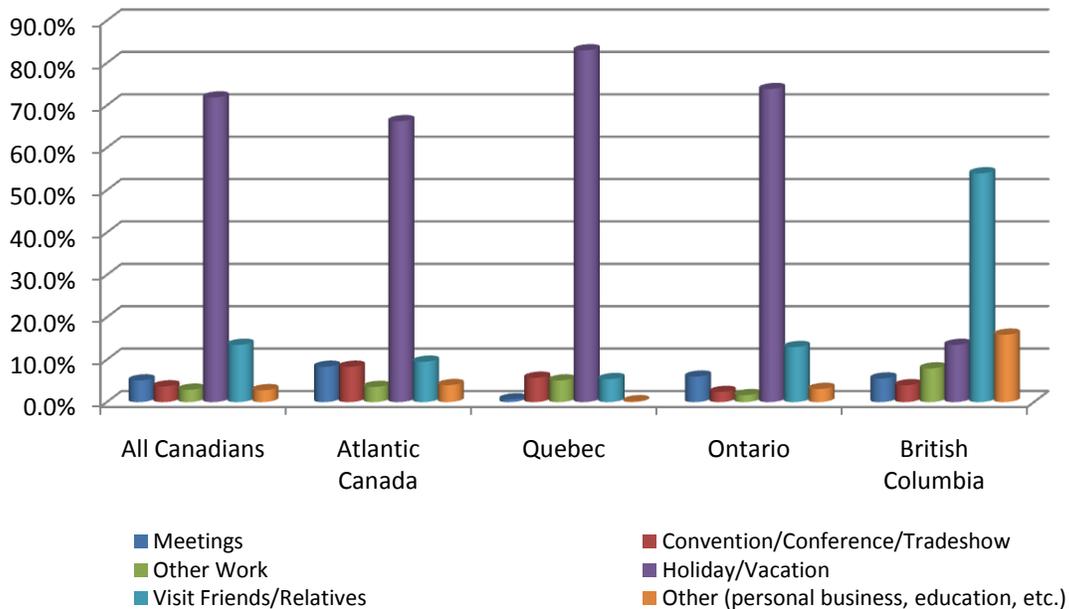
- Overnight Canadian visitors spent over \$123 million in NC during 2010, flat from 2009.
- While overnight volume has decrease somewhat the last few years, spending has increased 57% since 2004.
- The majority of 2010 overnight Canadian visitors traveled to NC during the 1st (27.8%) and 2nd quarters (30.9%).

Visitation by Province



- Over 60 percent of Canadian overnight visitors were from Ontario while 25 percent were from Quebec. The proportion of overnight visitors from Quebec increased from 14% in 2009 to 25% in 2010.
- Over seventy percent of person-trips (71.9%) were reported to be vacation related visits and nearly fourteen percent were to visit friends and relatives.
- Visitors from Quebec were most likely to stay overnight in North Carolina for leisure purposes, while visitors from British Columbia were much more likely to be in North Carolina to visit friends and relatives (54%) or for educational study (16%).

Purpose of Visit by Province of Origin



- The majority of Canadian visitors in 2010 traveled by auto (72.2%). Almost one-fourth of them used air transportation (23.1%), up from 18% in 2009.
- Over half (57.2%) of the trips were comprised of two-person parties, while 18 percent had 3-4 persons in the party. The average party size for Canadian overnight visitors decreased from 2.2 in 2009 to 2.0 in 2010. This would partially explain the decrease in overall volume of overnight visitors to the state.
- The average length of stay for Canadian visitors to North Carolina increased from 3.8 nights in 2009 to 3.9 in 2010.
- Thirty-seven percent of the person trips reported spending \$50-\$199. Over 30 percent (32.3%) spent over \$500. The average spending per visit increased from \$243 in 2009 to \$317 in 2010.
- Fifty-one percent of person-trips were spent in a hotel/motel only. Nearly twelve percent (11.8%) stayed with friends/relatives.
- Over two-thirds (66.9%) of the overnight person-trips were by visitors between the ages of 45 and 74. Fourteen percent were between the ages of 25-44 years of age.
- The majority of person-trips were adult only (85.0%). Fifteen percent of person trips included children.
- Top activities during the 2010 by Canadian overnight visitors are provided in the following table:

Activity	
Go Shopping	78.4%
Visit Friends or Relatives	56.6%
Go Sightseeing	54.9%
Participate In Sports/Outdoor Activities	45.1%
Visit a Historic Site	31.0%
Go to a Bar or Night Club	23.2%
Visit a National or State Nature Park	23.0%
Visit a Museum or Art Gallery	20.5%
Golfing	20.3%
Visit a Zoo, Aquarium / Botanical Garden	19.8%
Visit a Theme or Amusement Park	16.6%
Attend a Festival or Fair	13.0%
Attend Cultural Events (Plays, Concerts)	11.9%
Attend a Sports Event	10.6%
Go to a Casino	7.0%
Boating-Motor/Sailboat/Kayak/Canoe/Other	6.3%
Fishing	4.4%