



## Year End 2023 Custom Banner Virginia

Size of the Overnight Canadian Market	Canadian Visitors			
	Overnight Visitors to the United States <b>20,514,340</b>	Visitors to Virginia <b>486,503</b>	Nights Spent in Virginia <b>1,137,385</b>	Direct Spend in Virginia <b>\$167,078,421</b>

How are they planning?	Canadian Visitors To Virginia			
	Decision Days Prior to travel (Average)  <b>81</b>	Information Sources (total mentions)		Among Social Media - Regularly Use
	Friends/Family	47%	YouTube	36%
	Websites	43%	Facebook	49%
	Social Media	22%	Instagram	41%
	Online Experts/Influencers	14%	Trip Advisor	37%

Who is coming?	Canadian Visitors To Virginia			
	Province of Residence		Total Travel Group Composition	
Atlantic 12%	Child(ren) <18 on Trip		40%	Avg. in Immediate Travel Party
Quebec 33%	Average Age <b>48.8</b>	Couple - No Kids on Trip	35%	2.6
Ontario 48%		Other group types	21%	Avg. in Household
Prairies 3%		Solo Traveller	5%	2.2
Alberta/BC 5%				

How/When are they coming?	Canadian Visitors To Virginia			
	Travel Season	Avg. Nights in Virginia	Transportation	Packages
Quarter 1 27%	<b>2.4</b>	Air Travelers 22%	Trip Included a Package/Bundle	
Quarter 2 33%		Land Travelers 78%		
Quarter 3 23%	Accommodations On Trip	Paid Accommodations 87%	<b>35%</b>	
Quarter 4 17%		Hotel 70%		
		Shared Economy 16%		
		Unpaid Accommodations 30%		

Why are they coming?	Canadian Visitors To Virginia			
	Primary Purpose of Trip	Activities on Trip		
Leisure/Holiday 97%	Entertainment 42%	Art/Culture 42%		
Business 3%	Family/Sightseeing/Misc. 40%	Events/Festivals 18%		
Other 0%	Nature/Outdoors 41%	Adventure Sports 10%		
	Recreational Sports 30%	Business 7%		

What are they spending?	Canadian Visitors To Virginia			
	Per Person Spend in Virginia	Spending Categories - % spent in each per Trip		
Per Trip (Avg) \$347	Accommodations 33%	Getting Around 13%		
Per Night (Avg) \$132	Food/Bev/Dining/Grocery 22%	Shopping 12%		
	Entertainment/Activities 13%	Other 7%		

Source: XBorder Canada 2023 Virginia Sample N = 349

Note: This report combines day and overnight visitor profiles (based on weighted average).