



Canadian Travelers to Virginia 2025

#1 International Market

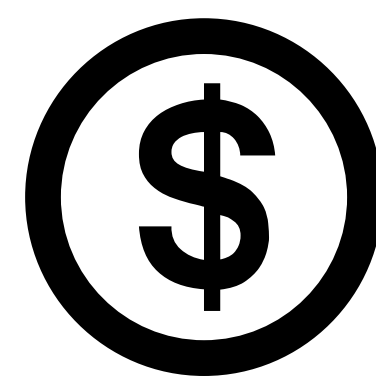


20 million

Canadian Travelers
to United States

298,000

Canadian Travelers
to Virginia



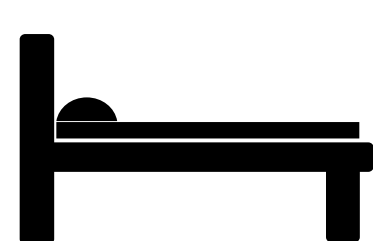
\$169 million

Spent in Virginia



77%

Travelers from
Ontario and Quebec



3.3

Average
Nights in VA

17.7

Average
Nights in U.S.



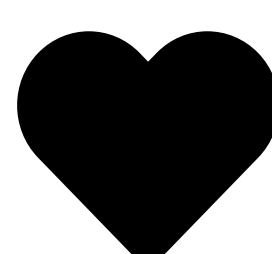
77 %

Drive



23 %

Fly



27 %

Virginia as a
Main Destination

Main Purpose



19%

Friends
& Family



46%

Vacation



3 %

Events/
Concerts/
Festivals/Sports



1 %

Shopping



7 %

Business



7%

Convention

Types of Accommodations

74%

Hotel/Motel

19 %

Private Home

19%

Rental
Property

12%

Second
Home/Condo

5%

Timeshare

4%

RV
Campground

3 %

B&B

2 %

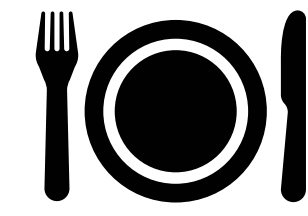
Other

Spending Categories



32 %

Lodging



22 %

Food/
Beverages



8 %

Entertainment



14%

Shopping



17 %

Transportation



7 %

Other

Top Activities



33 %

Sightseeing



26%

Shopping



24%

Local
Culinary
Experiences



24%

Beach/Lake



18%

Fine
dining



17 %

Small Towns/
Countryside



16%

Theme Park/
Water Park



16 %

Visit Friends
or Family



15%

National
Monument/
Historical Site



13 %

Sporting
Event



12 %

State Park



11%

National
Park



11%

State
Monument/
Historical Site



9 %

Large City
Experiences



9 %

Spa/
Health Club

Trip Planning



84

Prior to
Departure

47%

1 Month

15%

2 Months

12 %

3 Months

26 %

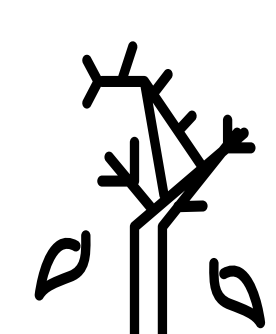
More than 3
Months

Month of Travel



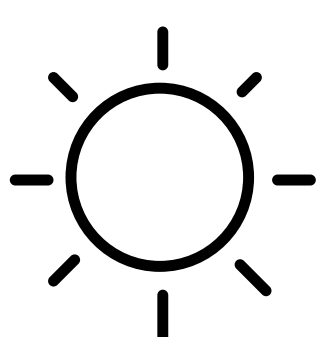
33 %

Spring



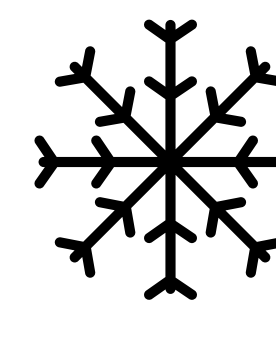
20%

Fall



26%

Summer



21%

Winter

Travel Information Sources

40%

Friends
& Family

28%

Social
Media

23%

Travel
Company/
Booking
Websites

22%

Travel Books/
Guide

20%

Destination
Websites

18%

Online Experts
Sources
(YouTube/
Podcasts etc.)

10%

Travel
Agents

9%

Travel/Home/
Adventure
Shows

7 %

Visitor
Information
Centers

Travel Parties

48 Years

Average
Age



9 %

Solo



63 %

Spouse/Partner



17%

Travel with
Family/Relatives



40%

Travel with
Children