

2008 Canadian Visitation Summary

Total person-trips

- **Total person-trips** to NC by Canadian visitors were 1,004,900, an increase of 6.1% from 2007.

Overnight person-trips

- **Overnight person-trips** to NC by Canadian visitors were 452,600, an increase of 10.0 percent from 2007.
- Overnight Canadian visitors spent over \$110 million in NC during 2008.
- The majority of overnight Canadian visitors traveled to NC during the 1st (35.1%) and 2nd quarters (28.8%).
- Over 74 percent of Canadian overnight visitors were from Ontario while 14 percent were from Quebec.
- Over four-fifths of person-trips (84.0%) were reported to be vacation related visits.
- The majority of Canadian visitors in 2008 traveled by auto (79.2%). Almost one-fifth of them used air transportation (18.2%). This is down from 19.5 percent in 2007 and 24.6 percent in 2006.
- Over half (51.2%) 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 (48.8%). Approximately 26 percent lasted two - three nights. Sixteen percent of the person trips lasted 4-9 nights. The average length of stay for the overnight visitor was 3.5 nights.
- Forty-six percent of the person trips reported spending \$50-\$199. Almost 30 percent (28.8%) spent over \$500.
- Fifty-nine percent of person-trips were spent in a hotel/motel only. Ten percent stayed with friends/relatives.
- Over half (63.0%) of the overnight person-trips were by visitors between the ages of 45 and 74. Fifteen percent were between the ages of 25-44 years of age.
- The majority of person-trips were adult only (75.6%). Almost twenty percent of person trips included children.
- Top activities during the 2006 by Canadian overnight visitors are provided in the following table:

Activity	
Go Shopping	82.3%
Participate In Sports/Outdoor Activities	63.5%
Go Sightseeing	59.2%
Visit Friends or Relatives	49.0%
Visit a Historic Site	29.6%
Golfing	27.0%
Go to a Bar or Night Club	26.5%
Visit a Theme or Amusement Park	21.2%
Visit a National or State Nature Park	19.9%
Visit a Museum or Art Gallery	19.1%
Visit a Zoo, Aquarium / Botanical Garden	13.9%
Attend Cultural Events (Plays, Concerts)	11.3%
Attend a Sports Event	10.7%
Attend a Festival or Fair	10.0%
Boating-Motor/Sailboat/Kayak/Canoe/Other	8.9%
Go to a Casino	2.4%
Fishing	4.0%