



2011 Canadian Visitation to North Carolina

August 2012

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

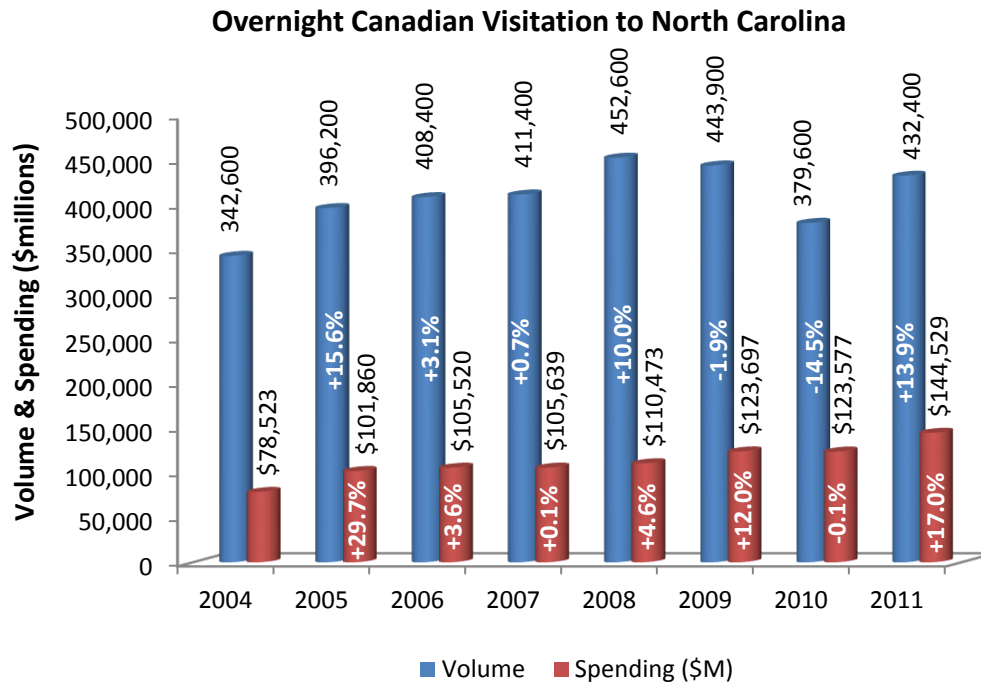
2011 Canadian Visitation Summary

Total person-trips

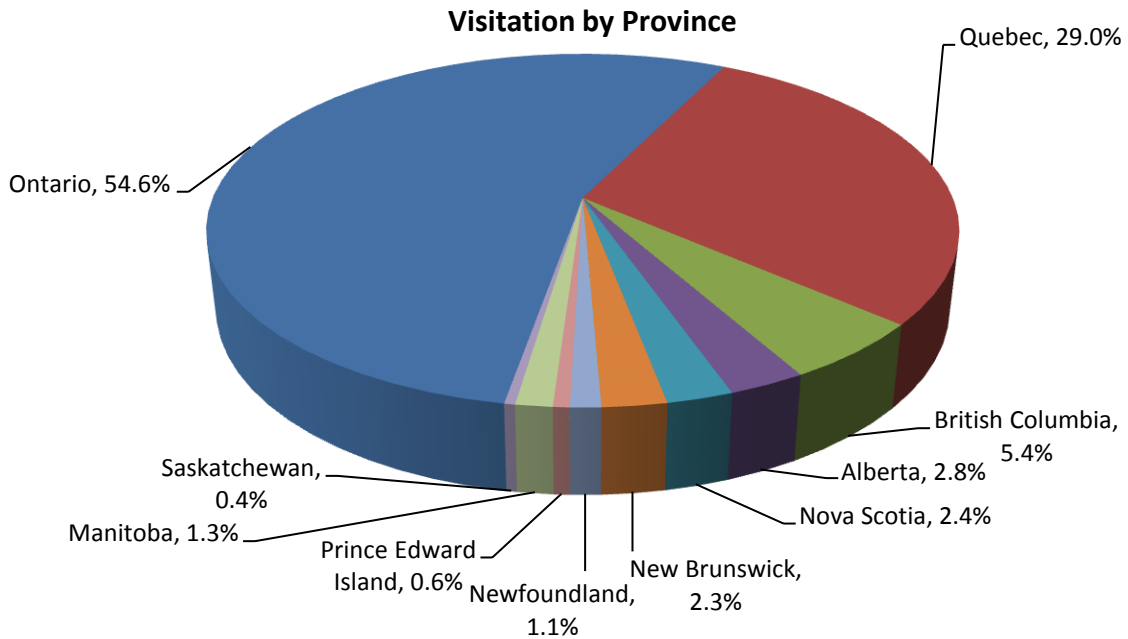
- *Total person-trips* to NC by Canadian visitors were 1,009,500.

Overnight person-trips

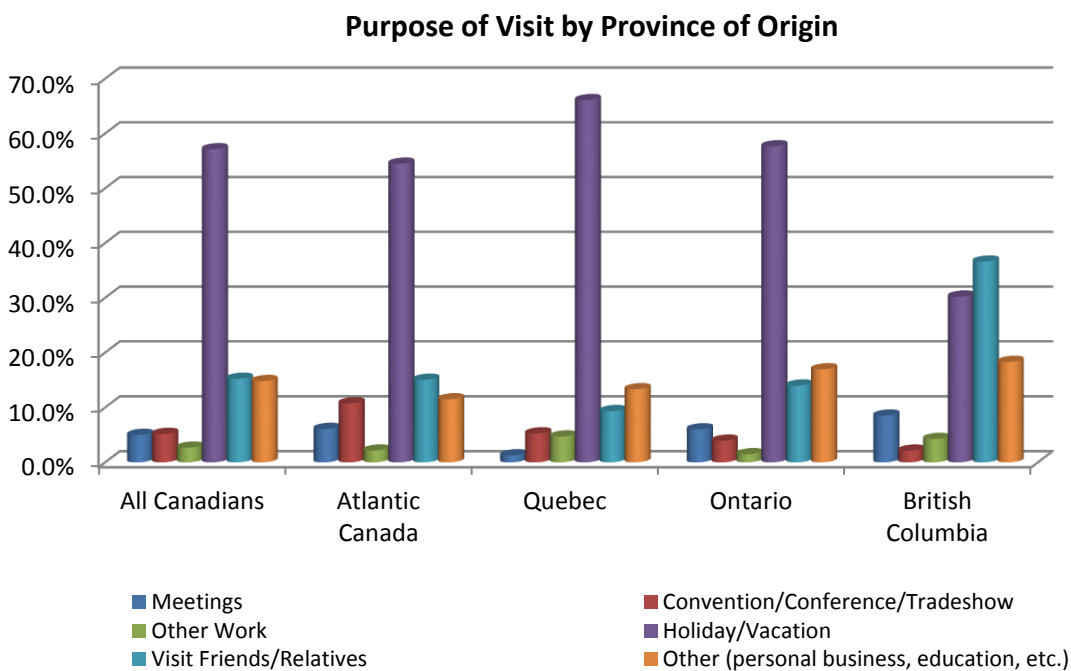
- *Overnight person-trips* to NC by Canadian visitors were 432,400.



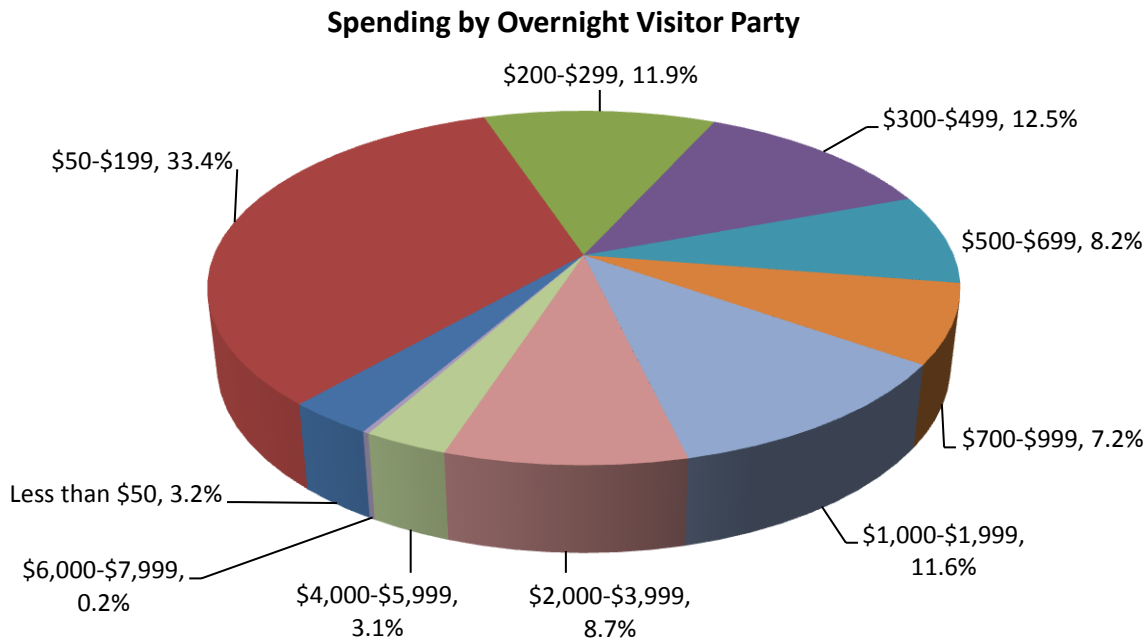
- Overnight Canadian visitors spent over \$144 million in NC during 2011, up 17% from 2010, and the highest spending on record for Canadian visitors to the state.
- Though overnight volume isn't back to the peak set in 2008, the increase of 14% percent from 2010 to 2011 brings it within four percent of the record.
- The seasonal distribution of Canadian visitors to NC was more evenly distributed than in 2010. The majority of 2011 overnight Canadian visitors traveled to NC during the 2nd quarter (33.7%), followed by the first (24.1%) and third (23.2%) quarters. The 4th quarter saw 19% of the annual Canadian visitors.



- Over half of Canadian overnight visitors were from Ontario while 29 percent were from Quebec. The proportion of overnight visitors from Quebec has increased from 14% in 2009 to 29% in 2011.
- Nearly seventy percent of person-trips (68.4%) were reported to be vacation related visits and fifteen percent were to visit friends and relatives.
- Visitors from Ontario and Quebec were most likely to stay overnight in North Carolina for leisure purposes, while visitors from Manitoba were more likely to be in the state for a convention or conference. Visitors from British Columbia were the most likely of all Canadian visitors to stay overnight in the state specifically to visit friends and family.



- The majority of Canadian visitors in 2011 traveled by auto (72.6%). Just over one-fifth of them used air transportation (22.5%), down about three percent from 2010.
- Over half (60.3%) of the trips were comprised of two-person parties, while 17 percent had 3-4 persons in the party. The average party size for Canadian overnight visitors was 2 in 2011 (no change from 2010).
- The average length of stay for Canadian visitors to North Carolina increased from 3.9 in 2010 to 4.2 in 2011.
- Thirty-three percent of the person trips reported spending \$50-\$199. Over 39 percent (32.3%) spent over \$500. The average spending per visit increased from \$317 in 2010 to \$339 in 2011.



- Fifty-seven percent of person-trips were spent in a hotel/motel only. Over twelve percent (12.5%) stayed with friends/relatives.
- Over two-thirds (67.3%) 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 (86.6%). Thirteen percent of person trips included children.

- Top activities during the 2011 by Canadian overnight visitors are provided in the following table:

Activity	All Canadians	Ontario	Quebec	British Columbia	Alberta
Go Shopping	78.6%	80.5%	73.9%	80.9%	65.6%
Go Sightseeing	54.0%	58.1%	43.9%	63.8%	63.9%
Visit Friends or Relatives	51.2%	51.0%	43.7%	85.1%	85.3%
Participate In Sports/Outdoor Activities	45.0%	40.6%	52.8%	64.3%	44.3%
Visit a Historic Site	35.6%	37.5%	28.7%	59.6%	61.5%
Go to a Bar or Night Club	24.4%	25.9%	21.5%	21.7%	10.7%
Visit a National/State Nature Park	24.0%	21.7%	23.3%	50.2%	49.2%
Visit a Museum/Art Gallery	19.9%	17.2%	16.6%	58.3%	48.4%
Golfing	19.9%	20.3%	19.2%	12.8%	9.8%
Visit a Zoo, Aquarium/Botanical Garden	18.2%	18.0%	22.1%	16.6%	13.1%
Visit a Theme/Amusement Park	16.3%	13.4%	15.7%	39.6%	0.0%
Attend a Sports Event	12.9%	12.5%	7.0%	22.6%	4.1%
Attend Cultural Events (Plays, Concerts)	11.6%	11.6%	10.1%	9.4%	13.1%
Attend a Festival or Fair	9.3%	9.7%	9.3%	0.0%	5.7%
Boating-Motor/Sailboat/Kayak/Canoe/Other	7.0%	3.9%	8.8%	30.2%	17.2%
Go to a Casino	5.3%	2.7%	8.0%	3.8%	0.0%
Fishing	4.6%	5.3%	5.8%	0.0%	0.0%

- Visitors from British Columbia and Alberta are more likely than the average Canadian visitor to visit friends or relatives, visit a historic site, national/state park and museum/art gallery while in North Carolina.
- Visitors from British Columbia are also much more likely to attend a sport event and participate in sports event and boating in NC than the average Canadian visitor.
- A larger proportion of visitors from Ontario and British Columbia shop in NC than visitors from other provinces.
- Visitors from Ontario are more likely to golf in NC, though least likely to boat while visiting the state.
- Visitors from Quebec are more likely to visit a casino in North Carolina than the average Canadian visitor.
- Visitors from both Quebec and Ontario are more likely to attend a fair or festival in North Carolina than visitors from other provinces.