

AMERICA | TRAVEL ECONOMY SERIES

Hello Neighbours!

Canada and the United States have a special relationship. We share the longest unprotected land border in the world, and Canadians and Americans take full advantage of our proximity. We are both each other's #1 tourist markets, making our American neighbours a vital part of the Canadian travel economy. Whether they come by land, air, or sea, the great white north continues to be a favoured destination:



14.4 M

The # of U.S. visitors who came to Canada in 2018¹



\$663 PER TRIP

The average spent per trip by U.S. visitors²



15.7%

The growth in U.S. visitors since the Connecting America marketing campaign



OPEN BORDERS

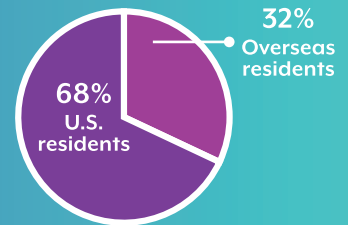
Americans and Canadians don't need visas or eTAs to visit each other – it's as simple as having a passport!

CHANGING TRAVEL HABITS

- While driving is still the primary way U.S. travellers enter Canada, we see more growth in air, boat, bus, and train arrivals than ever before
- 42% of Americans now hold passports as of 2017 – that's 15% more than in 2007!³
- Natural attractions, local food and drink & historical sights – the main things U.S. travellers are looking for when they enter Canada (and we have plenty to offer them!)⁴
- Pre-clearance facilities are now available in more U.S. and Canadian airports and ports of entry than ever before – easing travel for thousands of Americans each year

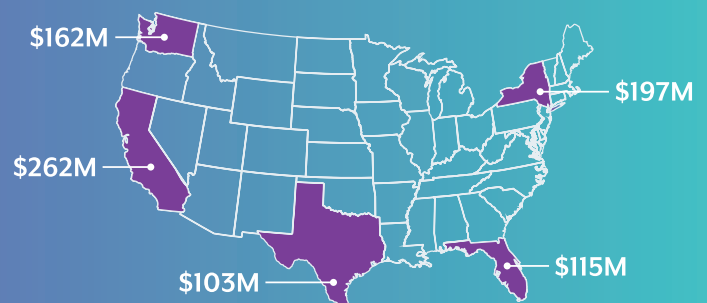
DID YOU KNOW?

Canada welcomes **more American travellers a year than all other international markets combined – 68% of inbound visitors in 2018!**⁵



WHERE OUR VISITORS COME FROM⁶

Top spenders by state



¹Statistics Canada Frontier Counts

²United States Market Highlights – Facts at a Glance. Destination Canada.

³"The Share Of Americans Holding A Passport Has Increased Dramatically In Recent Years [Infographic]". Forbes. Accessed January 28, 2019

<https://www.forbes.com/sites/niallmcCarthy/2018/01/11/the-share-of-americans-holding-a-passport-has-increased-dramatically-in-recent-years-infographic/#5ef86eba3c16>

⁴Global Tourism Watch 2017 US Public Summary Report. Destination Canada.

⁵Statistics Canada Frontier Counts

⁶Visa Canada Travel Snapshot Summer 2017, https://tiac-aitc.ca/Library/TIAC_Publications/Visa_Canada_Travel_Snapshot_Summer_2017_ONLINE.pdf