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 2018
- **$663 PER TRIP** The average spent per trip by U.S. visitors
- **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!
- 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)!
- 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.

### Where Our Visitors Come From

Top spenders by state:

- **$162M**
- **$262M**
- **$103M**
- **$115M**
- **$197M**

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1. Statistics Canada Frontier Counts
2. United States Market Highlights – Facts at a Glance. Destination Canada
5. Statistics Canada Frontier Counts