### 2018 Performance

- **2018 Arrivals**
  - 14,440,350 (↑1.4%)
- **2018 Average Trip Spend**
  - $685

### 2019 Forecast

- **Visitor Forecast**
  - 14,758,040 (↑2.2%)
- **Spend Forecast (CAD)**
  - $10.55 B (↑6.8%)

### Key Insights

- US arrivals reached 14.44 million in 2018, the highest level recorded since 2004.¹
- US arrivals growth was driven primarily by the 8.18 million auto arrivals in 2018, which were the largest source of overnight visitors to Canada, making up 57% of US arrivals in 2018.²

### Market Insights

- American leisure travellers like to take advantage of the long weekends for travel, with Memorial Day, Independence Day and Labour Day contributing to the largest weekend spikes in road arrivals in 2018.³
- In 2018, 4 of the top 5 activities that American leisure travellers wanted to experience were nature-based, including seeing natural attractions, hiking or walking in nature, visiting nature parks and viewing wildlife.⁴
- An increasing proportion of American leisure travellers to Canada (69%) are choosing not to book organized group travel packages.⁵

### Seasonal Demand

![Seasonal Demand Chart]

#### Notes:

5. Global Tourism Watch 2018.
**Travel Consideration by Province, % Likely to Visit Region**

- BC: 54%
- AB: 28%
- SK/MB: 13%
- ON: 64%
- QC: 50%
- ATL: 24%
- NORTH: 11%

**Top Drivers for US Travellers to Any Destination**

1. Is a place I would be proud to tell people I have visited
2. Is a place that allows me to de-stress
3. Has a unique culture that I would want to experience on a vacation
4. Offers adventures that challenge me
5. Is a great place for touring around to multiple destinations
6. Is a place that provides intellectually stimulating travel experiences
7. Has people that are friendly and welcoming
8. Has great summer outdoor activities I would participate in
9. Is a great place for regular vacations that avoid surprises
10. Has beautiful outdoor scenery and landscapes

**Market Potential**

- Canada’s target market: 105,017,000
- 42% are definitely/very likely to visit Canada in the next 2 years
- Canada’s immediate potential: 44,201,000

**Travel Agent/Tour Operator Usage For Recent Trip to Canada**

- Used for either research or booking: 36%
- Used for both research and booking: 22%
- Used for research only: 10%
- Used for booking only: 4%

**For further information, please contact:**

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*(Global Tourism Watch 2018)*