

INTERACTIVE MARKET DATA

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Brand USA provides vital statistics on inbound travelers from across the world, giving stakeholders access to relevant information on valuable global markets. See below for insights into future international travel to the United States, including main motivating factors, how to reach future visitors, when they travel, how they travel, and current tourism perceptions of the USA.

Use the drop down list to select from **25 key markets**.



Market Profile: Canada

All Respondents

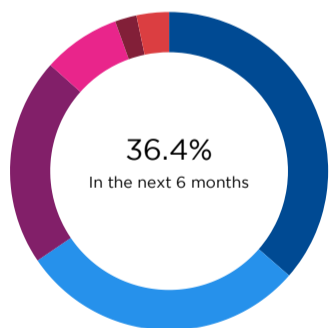
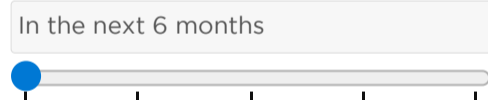
Canada

All Respondents

Travel Patterns

Likelihood to Travel to the United States

When, if ever, are you likely to visit the United States on an intercontinental overnight leisure trip?

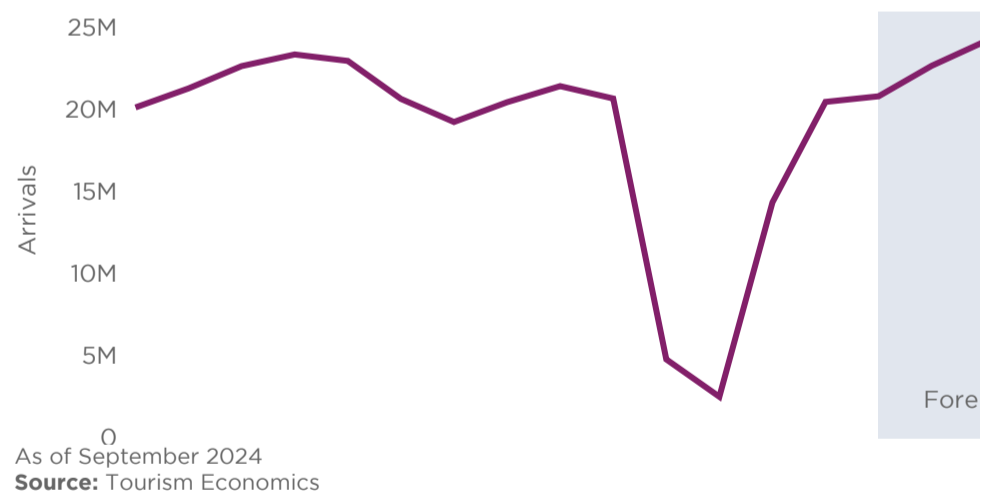


- In the next 6 months: 36%
- 6 months to less than 12 months from now: 29%
- 1 year to less than 2 years from now: 21%
- 2 years to less than 5 years from now: 8%
- 5 or more years from now: 2%
- Not likely to ever visit: 3%

Travel to the U.S.

Overnight visitor arrivals from Canada by year

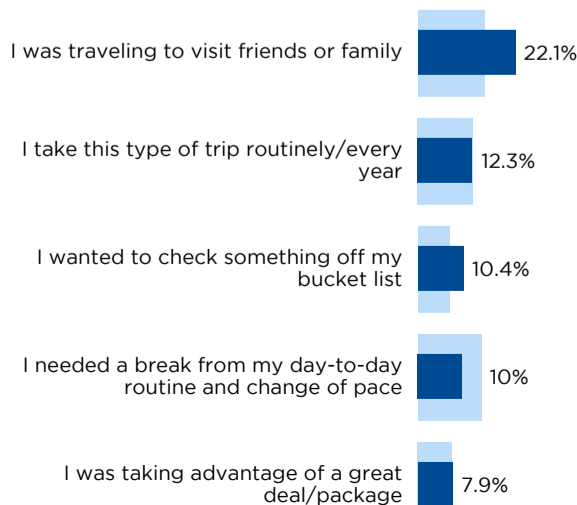
2024 Arrivals Forecast From Canada: 20.9M



Reasons for Last Intercontinental Trip

Which of the following best describes what prompted you to take your most recent intercontinental overnight leisure trip?

Canada Avg. for All Markets



Motivations for Last Intercontinental Trip

What was the main motivation for your most recent Intercontinental overnight leisure trip?

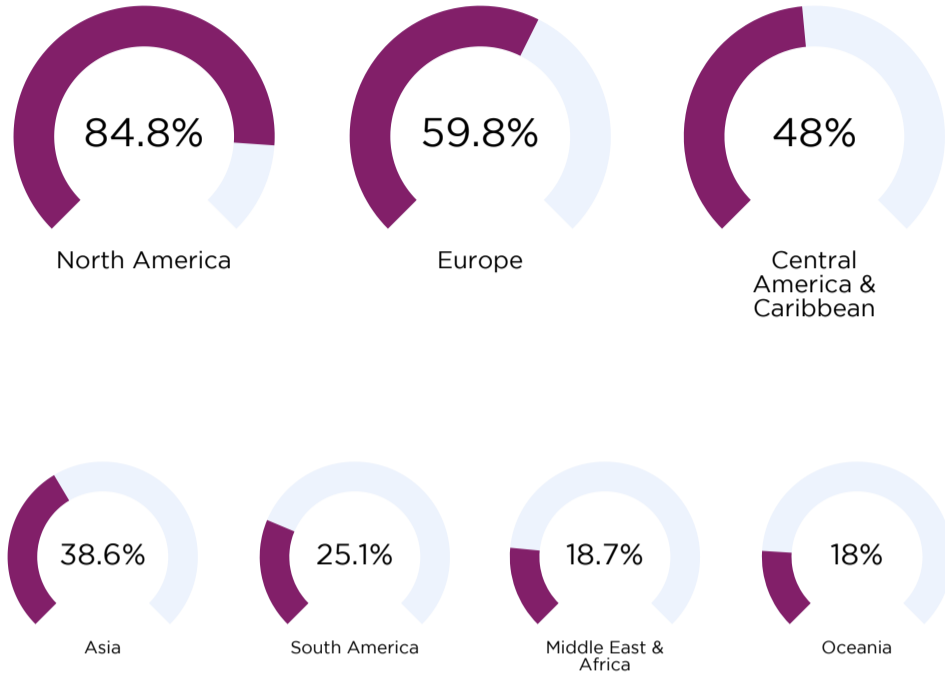


- Treat myself and have fun: 30%
- Connect with my family or loved ones: 17%
- Visit faraway friends or family: 13%
- Reduce stress and recharge: 12%
- Satisfy a sense of adventure: 9%
- Learn about different cultures: 7%
- Special events (e.g., food festivals, music festivals, sports events): 7%
- Other: 4%
- Pursuing wellness programs/lifestyle: 2%

Next Intercontinental Leisure Trip

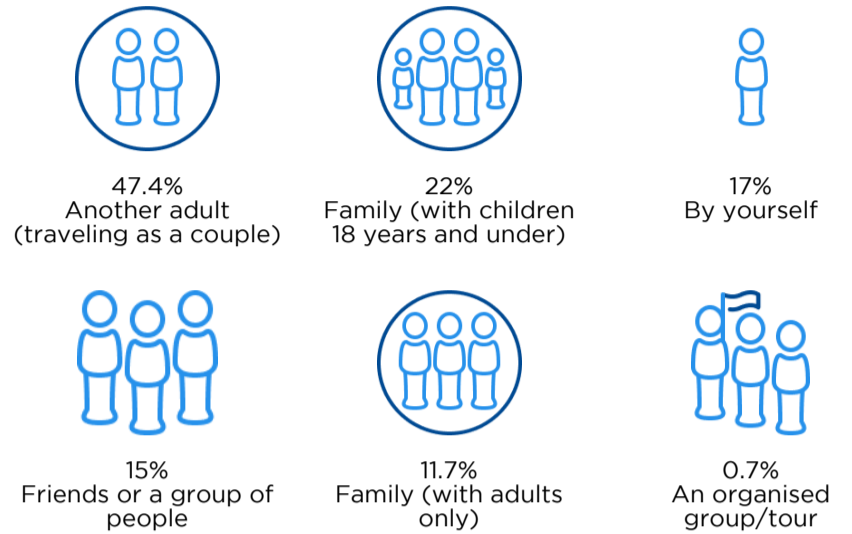
Regions Likely to Visit

How likely are you to visit the following regions for an international overnight trip in the next 12 months? Share indicating "likely" or "very likely"



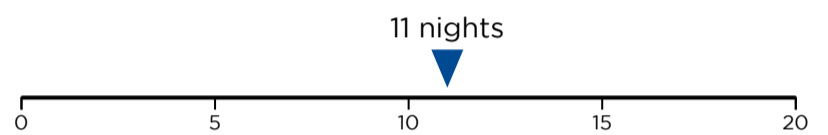
Travel Party

Who will travel with you on your next overnight leisure trip?



Average Trip Duration

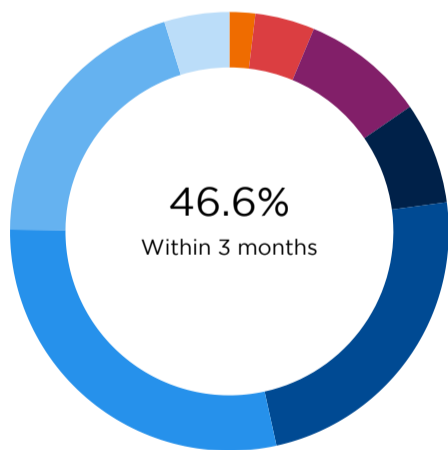
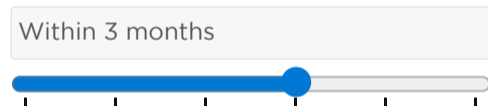
Average nights on next overnight leisure trip



Travel Planning

Advance Planning: Destination Selection

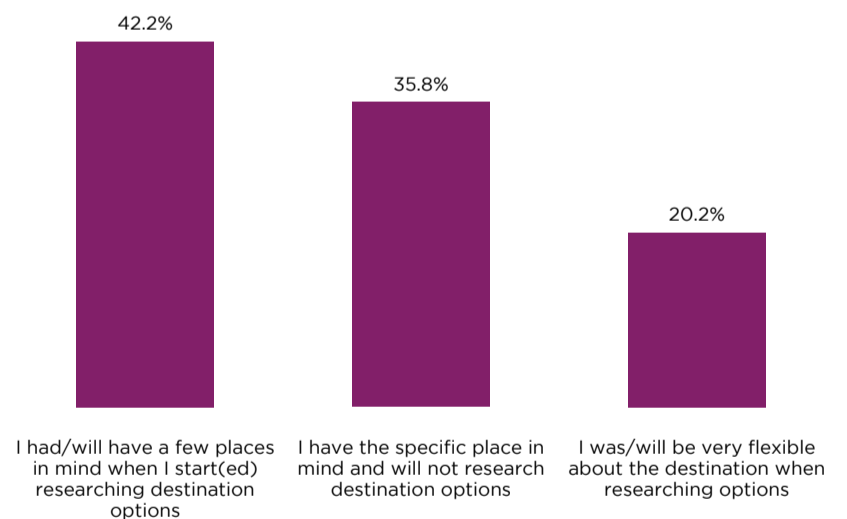
How far in advance of your departure date did/will you select the destination before your next leisure trip?



- The same day of my departure: 2%
- 2 days to less than 1 week: 4%
- 1 week to less than 3 weeks: 9%
- 3 weeks to less than 4 weeks: 8%
- 1 month to less than 3 months: 24%
- 3 months to less than 6 months: 29%
- 6 months to less than 12 months: 20%
- 12 or more months: 5%

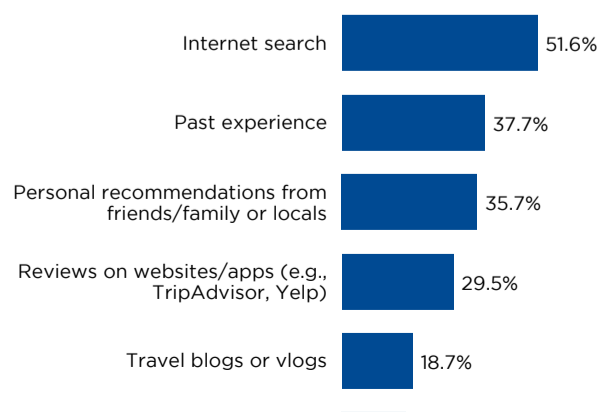
Destination Options in Mind

Which of the following statements best describes the circumstances of your next overnight leisure trip?

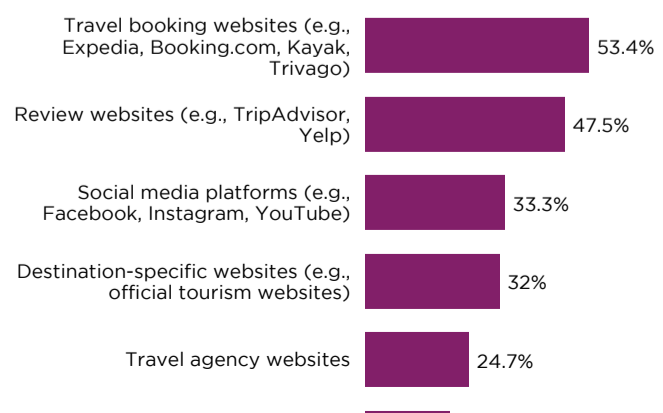


Planning Sources

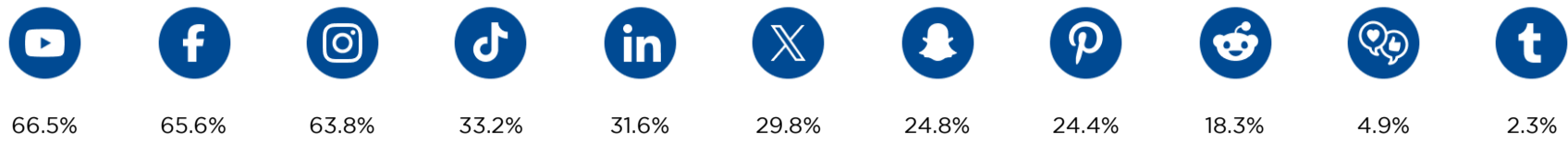
RESEARCHING DESTINATION INFO



WEBSITES FOR SELECTING A DESTINATION



Social Media Channels

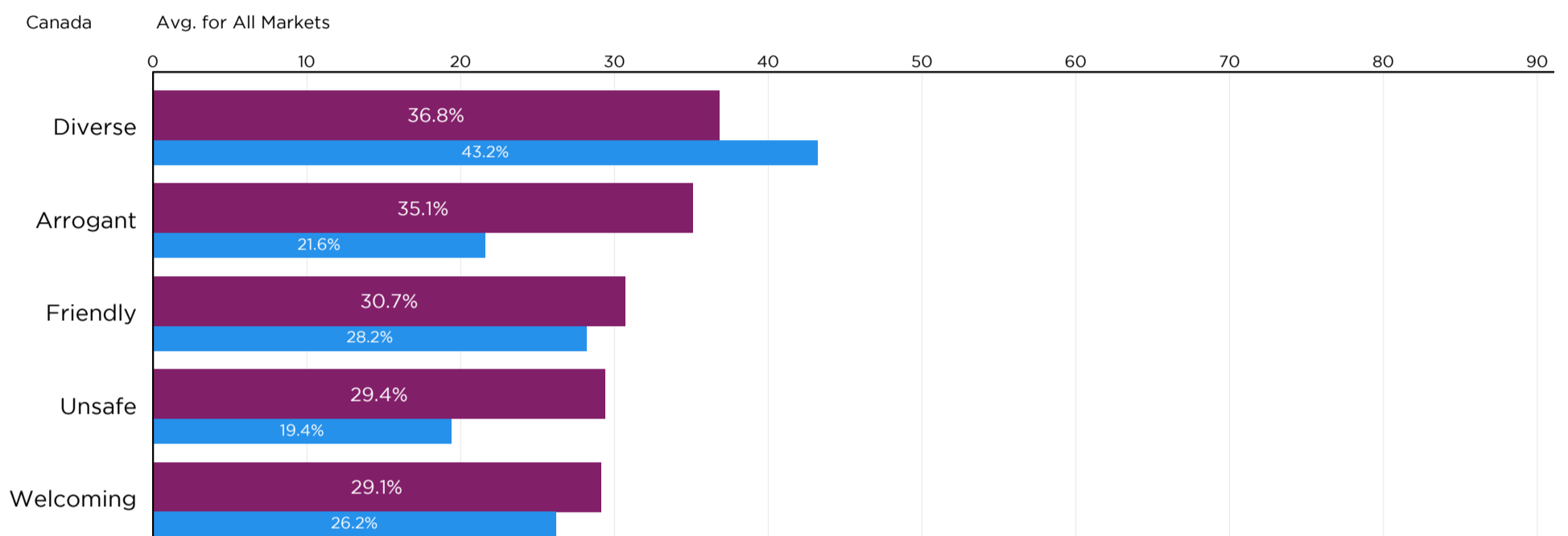


United States Perceptions & Trip Characteristics

Impressions of the United States

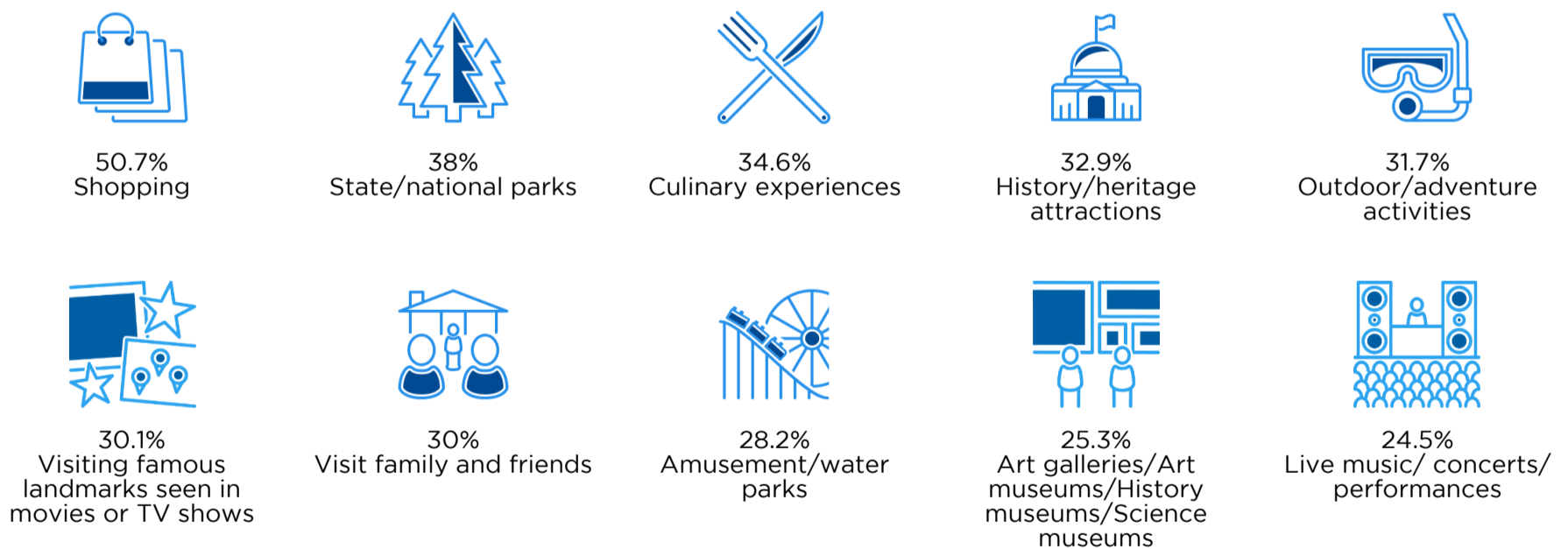
Characteristics that best describe the United States according to travelers from Canada

Show: Top 5 ▼



Trip Activities

Which of the following activities would you be interested in participating while travelling in the United States during your future overnight leisure trip?



United States Attributes

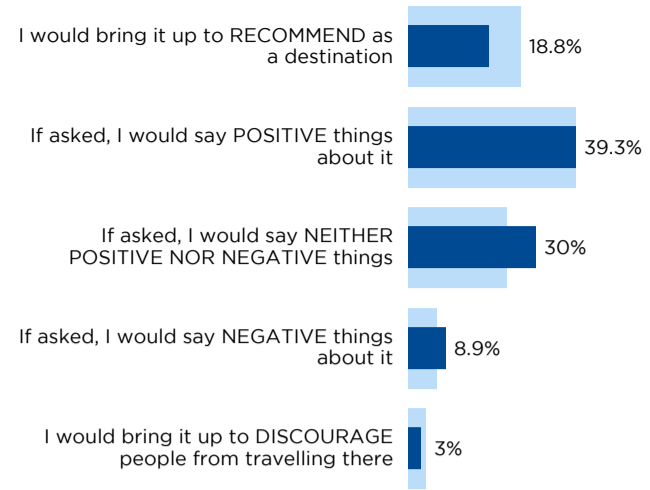
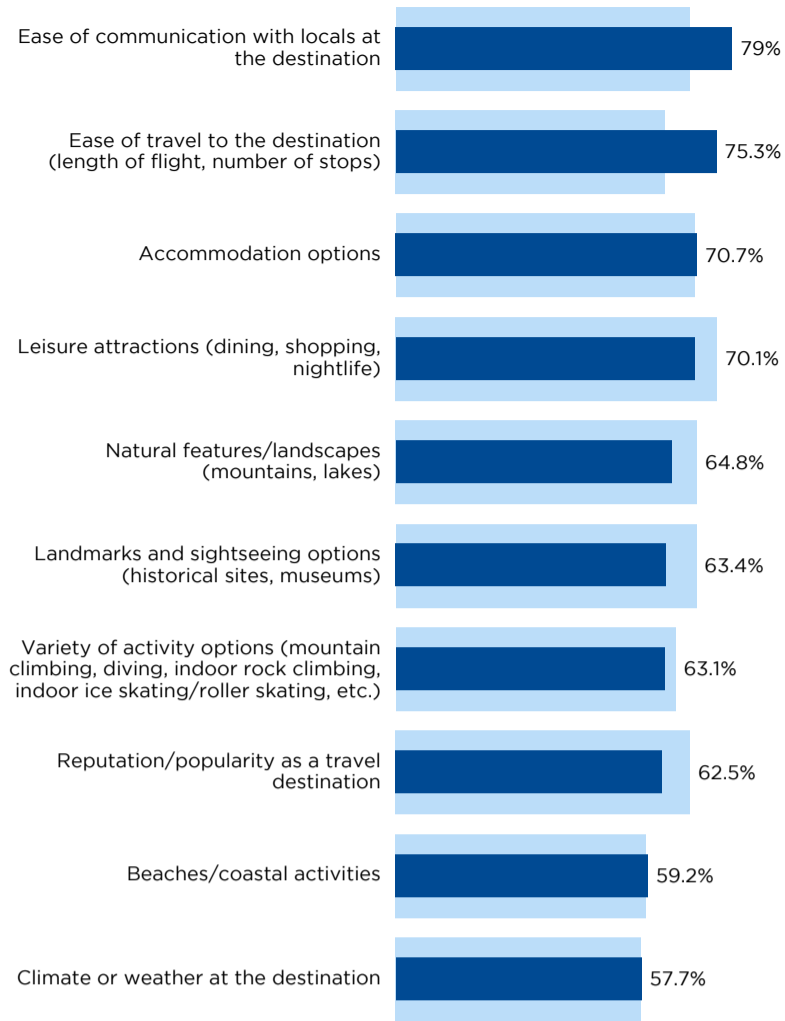
Based on your perception, even if you have never visited, please rate the performance of the United States on the following attributes. Share indicating "above average" or "excellent".

Canada Avg. for All Markets

Net Promoter

If a friend or relative were discussing a future international overnight leisure trip destination with you, which statement would best describe your attitude toward the United States?

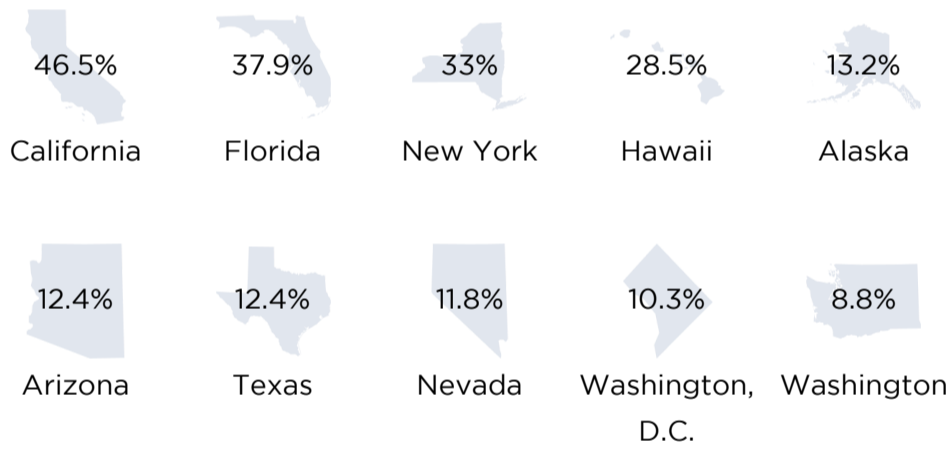
Canada Avg. for All Markets



Destination Interests

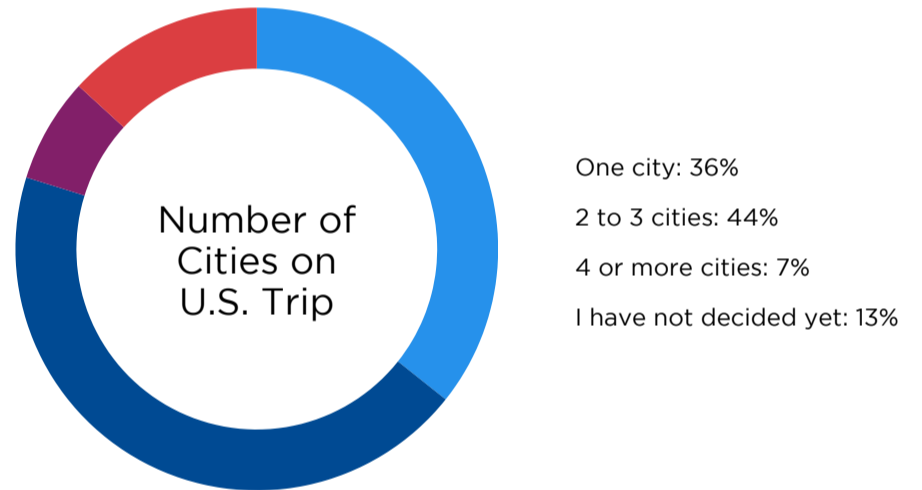
Which U.S. state(s) and/or territories are you interested in visiting?

Display: ▼



Number of Cities

How many U.S. cities do you plan to visit on a future overnight leisure trip?



Source: Brand USA Market Intelligence Survey, August 2024.

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