

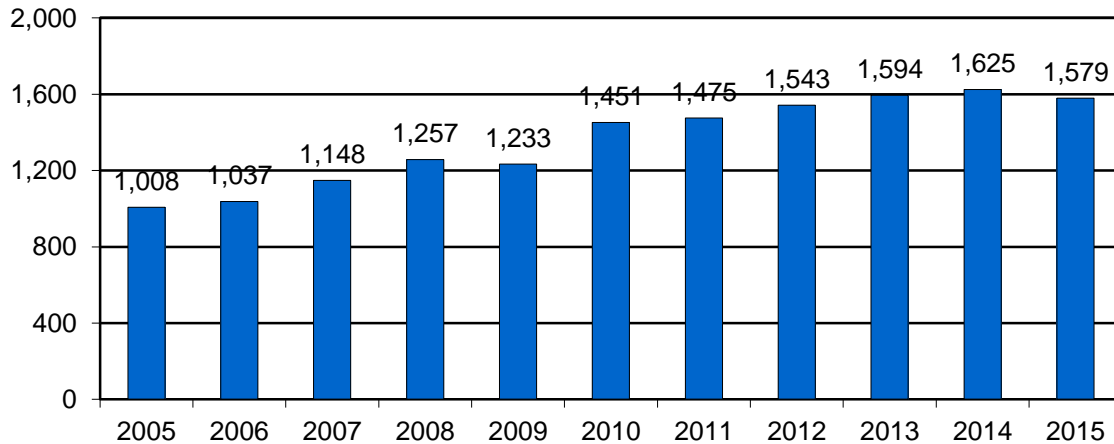
CHARACTERISTICS OF TRAVELERS FROM CANADA TO CALIFORNIA – 2015

Total Market. Of the 20,693,000 Canadian visitors to the U.S. in 2015, 7.6%, or 1,579,000 visited California.¹ This annual volume of visitors to California from Canada represented a decrease of 2.8% from 2014.

Visitors from Canada to the U.S. and California

Year	Canadian Visitors to the U.S.	California Market Share	Canadian Visitors to California
2003	12,666,000	7.0%	890,000
2004	13,856,000	7.1%	983,000
2005	14,862,000	6.8%	1,008,000
2006	15,992,000	6.5%	1,037,000
2007	17,759,000	6.5%	1,148,000
2008	18,915,000	6.6%	1,257,000
2009	17,973,000	6.9%	1,233,000
2010	20,176,000	7.2%	1,451,000
2011	21,337,000	6.9%	1,475,000
2012	22,697,000	6.8%	1,543,000
2013	23,407,000	6.8%	1,594,000
2014	22,975,000	7.1%	1,625,000
2015	20,693,000	7.6%	1,579,000

Visitors to California from Canada, 2005-2015 (in 000s)



Source: Statistics Canada, "International Travel Survey" and Tourism Economics.

¹The estimated volume of visitors to California was based on the "International Travel Survey: Canadian Residents" produced by Statistics Canada (2015), and analysis prepared by Tourism Economics for Visit California (August 2016).

Main Purpose of Trip. Among all Canadian visitors to California in 2015, 51% reported that vacation/holiday was their main reason for traveling. Other main reasons for traveling included: attending a convention (business/non-business related) (18%), visiting friends/relatives (16%), and business (10%).

Length of Stay. Canadian visitors to California stayed an average of 10.4 nights in California. In comparison, the length of stay for all overseas visitors to California was 12.6 nights in the state.

Gender and Age. Men comprised 49.6% of Canadian travelers to California and women represented 50.4%. Their median age was 52 years in 2015. This is a somewhat older median age than reported by all overseas visitors to California (40 years for males and 34 years for females).

Travel Party Size. Most (81%) Canadian travel groups consist of adults only. While 19% of Canadian travel groups to California include children, only 10% of overseas visitors to California include children. The mean travel party size for all Canadian visitors to the state was 1.9 people compared with 1.7 people for all overseas visitors to California.

Accommodations. More than half of Canadian visitors to California (at least 54%) chose a hotel or motel for overnight accommodations during their stay in 2015. This proportion is lower than the 73% reported by all overseas visitors to California. At least 10% of all Canadian visitors to California stayed in a private home in 2015, compared with 32% of all overseas visitors to California. About 23% of Canadian visitors to California reported other accommodations such as camping, a cruise ship or a rental home or apartment, compared with 6% of all overseas visitors to California.

Expenditures in the U.S. The 20.7 million Canadian visitors to the U.S. in 2015 spent a total of \$18.0 billion in the U.S. The average spending for the 20.7 million Canadian visitors to the U.S. was \$870.

Expenditures in California. The 1.6 million Canadian visitors to California in 2015 spent a total of \$2.08 billion in California. The average spending for the 1.6 million Canadian visitors to California was \$1,317.

Transportation. Approximately eight in ten (80%) Canadian visitors to California returned to Canada via a plane (this includes those returning directly to Canada from an overseas destination, as well as those returning to Canada via a US destination other than California.) Two in ten (20%) Canadian visitors to California returned to Canada via an auto. Less than one percent reported other modes of transportation including the bus.