



Brand USA

Market Information

CANADA

2020

About This Guide

Brand USA is pleased to present this guide in partnership with the U.S. Commercial Service and the National Travel and Tourism Office (NTTO). It includes snapshots of the economy in Canada along with information about travel from this region (booking channels, consumer trends, U.S. international inbound visitation data, and key travel motivators and indicators).

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Brand USA



Who We Are

Our Mission

As the destination marketing organization for the United States, Brand USA's mission is to increase incremental international visitation, spend, and market share to fuel the nation's economy and enhance the image of the USA worldwide.

Established by the Travel Promotion Act of 2009 as the nation's first public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination and to communicate U.S. visa and entry policies, Brand USA began operations in May 2011.

Building on Success

As one of the best levers for driving economic growth, international travel to the United States currently supports 1.8 million American jobs (directly and indirectly) and benefits virtually every sector of the U.S. economy. Since its founding, Brand USA has worked with more than 900 contributing organizations to invite the world to explore the exceptional, diverse, and virtually limitless travel experiences and destinations available in the United States of America.

Photos: Cathedral Church of St. James, Toronto (left); Basin Head, Prince Edward Island (right)



Our Partnerships

Brand USA's operations are supported by a combination of non-federal contributions from destinations, travel brands, and private-sector organizations plus matching funds collected by the U.S. government from international visitors who visit the United States under the Visa Waiver Program.

According to studies by Oxford Economics, over the past seven years, Brand USA's marketing initiatives have helped welcome 7.5 million incremental visitors to the USA, benefiting the U.S. economy with nearly \$55 billion in total economic impact, and supporting more than 50,000 incremental jobs each year.

Learn More

For industry or partner information about Brand USA, please visit TheBrandUSA.com. For information about exceptional and unexpected travel experiences in the United States, please visit Brand USA's consumer website at VisitTheUSA.com.

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A Message from Christopher L. Thompson



As the destination storytellers for the United States of America, Brand USA helps drive our nation's economy, create jobs, and bring the people of the world closer together. This guide is designed to assist you in generating business from the Canada outbound-travel sectors. And, while it includes data from our fiscal year 2019, it's important to acknowledge the unprecedented impact of COVID-19 in 2020.

The global pandemic has resulted in tremendous loss for many families and has had a devastating impact on the travel industry. All of this makes Brand USA's work even more critical. We are uniquely positioned to help guide the industry out of this crisis.

Canada remains the number one international source market for visitation to the United States and second in spend. In 2019, 20.7 million people traveled to the United States from Canada spending \$22.6 billion. Given the importance of the market to the United States, in April 2019, Brand USA announced the decision to move away from contract workers and hire a fulltime, in-market employee. Colin Skerritt brought with him decades of knowledge about the Canadian market and he provides an essential perspective to help us implement smart strategies.

Our forward-thinking marketing approaches allow us to capture the attention of global audiences in new, more compelling ways which ensure the United States stays top-of-mind as an aspirational travel destination. Brand USA uses many voices to showcase the diverse people and places across the United States in a way that inspires and encourages wanderlust. In FY2019, Brand USA launched the *United Stories* campaign giving voices to real travel experiences from a variety of perspectives including locals, international visitors, category experts and the creative class. We continued to stream content through the GoUSA TV streaming and YouTube channels,



which offer a variety of short, medium, and long-form content about a diversity of travel experiences.

As you consider resources, please know Brand USA has a dedicated travel-trade website which provides a more effective and efficient platform for industry professionals to navigate information about U.S. travel. In addition, please don't hesitate to reach out to our team about U.S. destinations, the opportunities we offer to enhance your marketing efforts, and the most effective ways to inspire travelers to book trips to the USA.

We look forward to working with you in the months ahead to generate business to the United States from Canada.

Together, we are marketing the USA!

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President & CEO

Brand USA

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Market Facts



Geography

Area

9,984,670 km²

Climate

Varies from temperate in the south to subarctic and arctic in the north.

Largest Metropolitan Areas



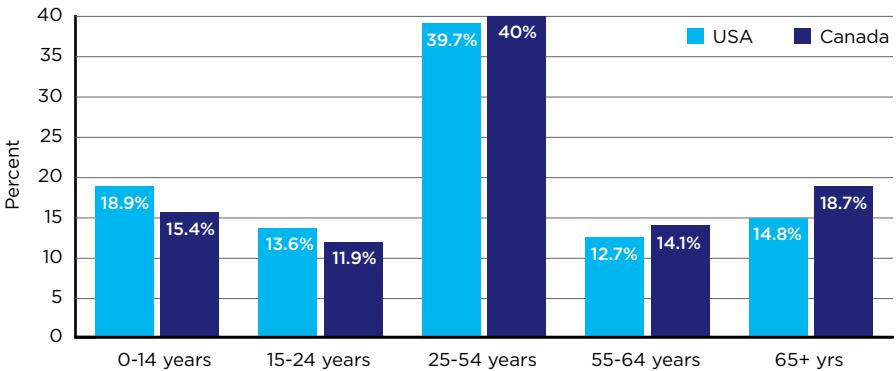
Photos: Edmonton (left); Botanical Gardens, Montréal (right)
Source: CIA World Factbook 2019

Demographics

Population

	Canada	USA
Population Size	37,589,262	329,256,465
Median Age	40.8 years	38.2 years
Population Growth Rate (2019 est.)	1.4%	0.8%

Population by Age



Economy

- **GDP:** \$1.741 trillion
- **GDP Real Growth Rate:** 3.7%
- **GDP—Per Capita:** \$46,213 (2019 est.)
- **Unemployment Rate:** 5.5%
- **Inflation Rate:** 2.01%

Source: CIA World Factbook 2018 and 2019



Vacation Allocation and National Public Holidays

Canada has six national holidays, three religious holidays, and various provincial and city holidays each year.

National Public Holidays 2020

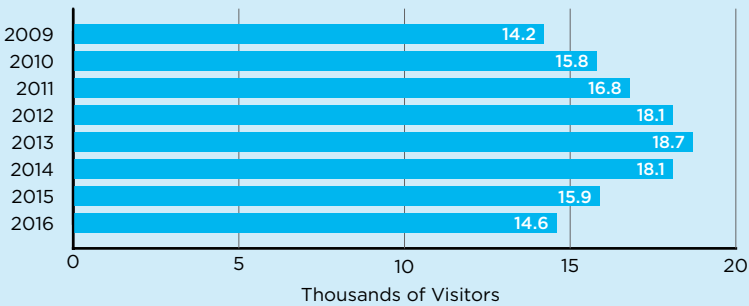
- **New Year's Day:** Wednesday, January 1
- **Good Friday:** Friday, April 10
- **Victoria Day:** Monday, May 18
- **Canada Day:** Wednesday, July 1
- **Civic Holiday:** Monday, August 3 (All except Quebec and Yukon)
- **Labour Day:** Monday, September 7
- **Thanksgiving Day:** Monday, October 12
- **Remembrance Day:** Wednesday, November 11
- **Christmas Day:** Friday, December 25
- **Boxing Day:** Saturday, December 26

Travel Trends



International Travel Trends

Visitation Trends: Arrivals

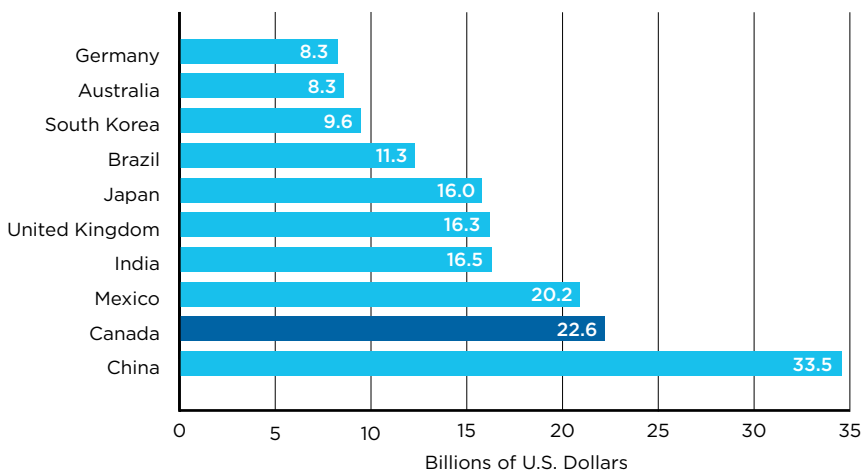


Photos: *Petit Cahmplain St., Quebec City (left), Gastown, Vancouver (right)*
Source: U.S. Department of Commerce, National Travel and Tourism Office



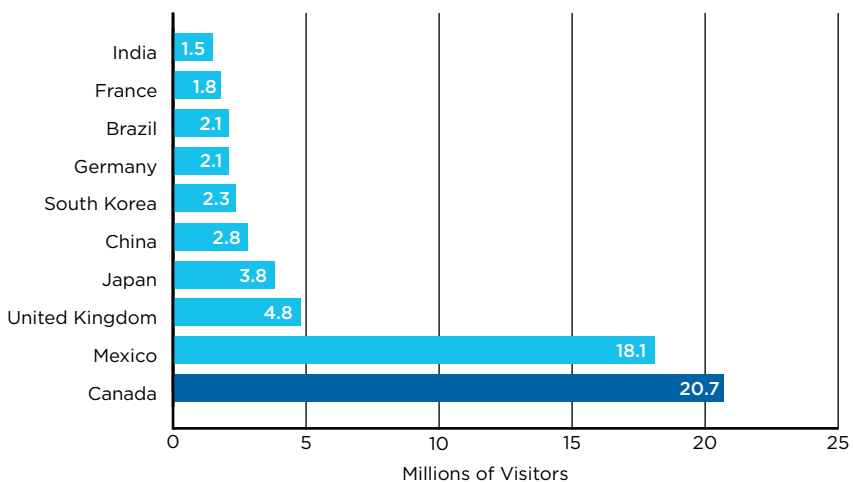
Inbound Travel Trends

Visitor Spending



International Arrivals to the USA

Top 10 Countries Generating Travel to the United States (Long-Haul Arrivals)



Source: U.S. Department of Commerce, National Travel and Tourism Office

Air Travel Information



Non-Stop Flights from Canada to the USA

Airline	Flights From	Flights To
Air Canada	Montreal (YUL)	Baltimore
Air Canada	Montreal (YUL)	Boston
Air Canada	Montreal (YUL)	Chicago (ORD)
Air Canada	Montreal (YUL)	Dallas/Fort Worth
Air Canada	Montreal (YUL)	Denver
Air Canada	Montreal (YUL)	Fort Lauderdale
Air Canada	Montreal (YUL)	Fort Myers
Air Canada	Montreal (YUL)	Hartford
Air Canada	Montreal (YUL)	Houston
Air Canada	Montreal (YUL)	Las Vegas
Air Canada	Montreal (YUL)	Los Angeles
Air Canada	Montreal (YUL)	Miami
Air Canada	Montreal (YUL)	New York (LGA)
Air Canada	Montreal (YUL)	Newark
Air Canada	Montreal (YUL)	Orlando
Air Canada	Montreal (YUL)	Philadelphia
Air Canada	Montreal (YUL)	Phoenix
Air Canada	Montreal (YUL)	Pittsburgh
Air Canada	Montreal (YUL)	San Francisco
Air Canada	Montreal (YUL)	Tampa
Air Canada	Montreal (YUL)	Washington, DC (DCA)
Air Canada	Montreal (YUL)	Washington, DC (IAD)

Photos: National Gallery, Ottawa (left); Lake Garibaldi, Whistler British Columbia (right)
Source: Brand USA Proprietary Research 2019



Airline	Flights From	Flights To
Air Canada	Montreal (YUL)	West Palm Beach
Air Canada	Toronto (YYZ)	Atlanta
Air Canada	Toronto (YYZ)	Austin
Air Canada	Toronto (YYZ)	Baltimore
Air Canada	Toronto (YYZ)	Boston
Air Canada	Toronto (YYZ)	Charlotte
Air Canada	Toronto (YYZ)	Chicago (ORD)
Air Canada	Toronto (YYZ)	Cincinnati
Air Canada	Toronto (YYZ)	Cleveland
Air Canada	Toronto (YYZ)	Columbus
Air Canada	Toronto (YYZ)	Dallas/Fort Worth
Air Canada	Toronto (YYZ)	Denver
Air Canada	Toronto (YYZ)	Detroit
Air Canada	Toronto (YYZ)	Fort Lauderdale
Air Canada	Toronto (YYZ)	Fort Myers
Air Canada	Toronto (YYZ)	Harrisburg
Air Canada	Toronto (YYZ)	Hartford
Air Canada	Toronto (YYZ)	Honolulu
Air Canada	Toronto (YYZ)	Houston
Air Canada	Toronto (YYZ)	Indianapolis
Air Canada	Toronto (YYZ)	Jacksonville
Air Canada	Toronto (YYZ)	Kansas City
Air Canada	Toronto (YYZ)	Las Vegas
Air Canada	Toronto (YYZ)	Los Angeles
Air Canada	Toronto (YYZ)	Memphis
Air Canada	Toronto (YYZ)	Miami
Air Canada	Toronto (YYZ)	Milwaukee
Air Canada	Toronto (YYZ)	Minneapolis
Air Canada	Toronto (YYZ)	Nashville
Air Canada	Toronto (YYZ)	New Orleans
Air Canada	Toronto (YYZ)	New York (LGA)
Air Canada	Toronto (YYZ)	Newark

Airline	Flights From	Flights To
Air Canada	Toronto (YYZ)	Orlando
Air Canada	Toronto (YYZ)	Palm Springs
Air Canada	Toronto (YYZ)	Philadelphia
Air Canada	Toronto (YYZ)	Phoenix
Air Canada	Toronto (YYZ)	Pittsburgh
Air Canada	Toronto (YYZ)	Raleigh
Air Canada	Toronto (YYZ)	Rochester
Air Canada	Toronto (YYZ)	San Antonio
Air Canada	Toronto (YYZ)	San Diego
Air Canada	Toronto (YYZ)	San Francisco
Air Canada	Toronto (YYZ)	San Juan
Air Canada	Toronto (YYZ)	Sarasota
Air Canada	Toronto (YYZ)	Seattle
Air Canada	Toronto (YYZ)	St. Louis
Air Canada	Toronto (YYZ)	Syracuse
Air Canada	Toronto (YYZ)	Tampa
Air Canada	Toronto (YYZ)	Washington, DC (DCA)
Air Canada	Toronto (YYZ)	West Palm Beach
Air Canada	Vancouver (YVR)	Anchorage
Air Canada	Vancouver (YVR)	Chicago (ORD)
Air Canada	Vancouver (YVR)	Dallas/Fort Worth
Air Canada	Vancouver (YVR)	Denver
Air Canada	Vancouver (YVR)	Honolulu
Air Canada	Vancouver (YVR)	Kahului
Air Canada	Vancouver (YVR)	Kona
Air Canada	Vancouver (YVR)	Las Vegas
Air Canada	Vancouver (YVR)	Los Angeles
Air Canada	Vancouver (YVR)	Newark
Air Canada	Vancouver (YVR)	Palm Springs
Air Canada	Vancouver (YVR)	Phoenix
Air Canada	Vancouver (YVR)	Portland, OR
Air Canada	Vancouver (YVR)	Sacramento



Airline	Flights From	Flights To
Air Canada	Vancouver (YVR)	San Francisco
Air Canada	Vancouver (YVR)	San Jose
Air Canada	Vancouver (YVR)	Seattle
Alaska Air	Vancouver (YVR)	Portland, OR
Alaska Air	Vancouver (YVR)	Seattle
American Airlines	Toronto (YYZ)	Charlotte
American Airlines	Toronto (YYZ)	Chicago (ORD)
American Airlines	Toronto (YYZ)	Dallas/Fort Worth
American Airlines	Toronto (YYZ)	Los Angeles
American Airlines	Toronto (YYZ)	Miami
American Airlines	Toronto (YYZ)	New York (JFK)
American Airlines	Toronto (YYZ)	New York (LGA)
American Airlines	Toronto (YYZ)	Philadelphia
American Airlines	Toronto (YYZ)	Washington, DC (DCA)
Delta Airlines	Toronto (YYZ)	Atlanta
Delta Airlines	Toronto (YYZ)	Cincinnati
Delta Airlines	Toronto (YYZ)	Detroit
Delta Airlines	Toronto (YYZ)	Minneapolis
Delta Airlines	Toronto (YYZ)	New York (JFK)
Delta Airlines	Toronto (YYZ)	Salt Lake City
Porter Airlines	Toronto (YYZ)	Boston
Porter Airlines	Toronto (YYZ)	Burlington
Porter Airlines	Toronto (YYZ)	Chicago (MDW)
Porter Airlines	Toronto (YYZ)	Myrtle Beach
Porter Airlines	Toronto (YYZ)	Newark
Porter Airlines	Toronto (YYZ)	Orlando-Melbourne
Porter Airlines	Toronto (YYZ)	Washington, DC (IAD)
United Airlines	Toronto (YYZ)	Chicago (ORD)
United Airlines	Toronto (YYZ)	Denver
United Airlines	Toronto (YYZ)	Houston
United Airlines	Toronto (YYZ)	Newark
United Airlines	Toronto (YYZ)	Washington, DC (IAD)

Airline	Flights From	Flights To
WestJet Airlines	Calgary (YYC)	Chicago (ORD)
WestJet Airlines	Calgary (YYC)	Dallas/Fort Worth
WestJet Airlines	Calgary (YYC)	Denver
WestJet Airlines	Calgary (YYC)	Fort Lauderdale
WestJet Airlines	Calgary (YYC)	Honolulu
WestJet Airlines	Calgary (YYC)	Houston
WestJet Airlines	Calgary (YYC)	Kahului
WestJet Airlines	Calgary (YYC)	Las Vegas
WestJet Airlines	Calgary (YYC)	Los Angeles
WestJet Airlines	Calgary (YYC)	Minneapolis
WestJet Airlines	Calgary (YYC)	Nashville
WestJet Airlines	Calgary (YYC)	New York (JFK)
WestJet Airlines	Calgary (YYC)	Orlando
WestJet Airlines	Calgary (YYC)	Palm Springs
WestJet Airlines	Calgary (YYC)	Phoenix
WestJet Airlines	Calgary (YYC)	Salt Lake City
WestJet Airlines	Calgary (YYC)	San Diego
WestJet Airlines	Calgary (YYC)	San Francisco
WestJet Airlines	Calgary (YYC)	Seattle
WestJet Airlines	Toronto (YYZ)	Boston
WestJet Airlines	Toronto (YYZ)	Fort Lauderdale
WestJet Airlines	Toronto (YYZ)	Fort Myers
WestJet Airlines	Toronto (YYZ)	Las Vegas
WestJet Airlines	Toronto (YYZ)	Los Angeles
WestJet Airlines	Toronto (YYZ)	Miami
WestJet Airlines	Toronto (YYZ)	Nashville
WestJet Airlines	Toronto (YYZ)	New York (LGA)
WestJet Airlines	Toronto (YYZ)	Orlando
WestJet Airlines	Toronto (YYZ)	Palm Springs
WestJet Airlines	Toronto (YYZ)	Phoenix
WestJet Airlines	Toronto (YYZ)	San Juan
WestJet Airlines	Toronto (YYZ)	Tampa

Market Snapshot



Although it is modest, Canada is in a period of economic growth. Baby boomers, who represent a significant portion of the population (29 percent), are gradually retiring. These individuals have a lot of discretionary income and want to travel.

Canada's aging population is a factor in generating more outbound leisure travel. (The propensity for taking leisure trips outside the country increases with age.) In fact, Canadians who are 55 years or older are about 40 percent more likely to travel beyond their borders on leisure trips, compared to younger Canadians.

The demand for travel to visit friends and relatives is high among Canadian residents from various ethnic communities who travel to their country of origin.

Sales Distribution

The principal distributors of leisure travel in Canada are retail travel agencies, online travel agencies, and tour operators. The most prominent of these companies (and ones with offices in Canada) belong to the Canadian Association of Tour Operators (CATO). They run outbound tour packages from Canada to international destinations—both across the U.S. border and overseas. Smaller tour operators in Canada can become CATO associate (non-voting) members. In addition, travel service suppliers, destination marketing organizations, and other interested groups may become supporting members of CATO.

Photos: Old Montréal (left), Vancouver (right)
Source: The Canadian Association of Tour Operators (CATO)

Connectivity

Canadians are familiar with digital marketing and are among the most active populations on social media. Destinations are using effective measures in the field of digital technology to increase their promotional efforts, which should stimulate Canadian outbound travel.

Canadians prefer to stay connected while traveling. Among Canadian travelers who will go beyond their borders this summer, 92 percent plan to stay connected through at least one mobile device: smartphone (67 percent) and/or tablet (44 percent).

Canadian residents made 20.2 million total overnight trips to the United States in 2017.

Transportation

After accounting for normal seasonal travel patterns, air travel by Canadians to the United States rose in June 2017. Canadian residents took 760,000 overnight trips by plane to the United States in June 2017, a 14.8 percent increase from May 2017 and 16.1 percent more than June 2016. On a year-over-year basis, double-digit increases in the numbers of Canadians traveling to the United States by plane were recorded in British Columbia (+22.3 percent), Quebec (+18.2 percent), Ontario (+18.1 percent), and Alberta (+11.6 percent).

Canadian residents made 20.2 million total overnight trips to the United States in 2017, an increase of 4.8 percent—the first positive result in four years. Trips by car also increased 1.0 percent in 2017 to 32.2 million, which represents three of every four trips by Canadian residents.

Although there was an increase in 2017, this number was still significantly lower by 30.6 percent of the number of car trips to the United States in 2013.

Brand USA Resources



Online Channels

Digital Marketing/Social Media

The majority of the USA Campaigns are driven by digital marketing strategies to engage, inspire, and prompt international travelers to visit the United States. A variety of channels and methods are used, including:

- Proprietary website platforms
- Social media channels
- Global digital marketing and social campaigns
- Rich media
- Targeted advertising

Proprietary Consumer Website Platforms

Brand USA has two online consumer identities in the marketplace:

- VisitTheUSA (VisitTheUSA.com), which includes a global site in English plus in-language sites in most markets where Brand USA markets the United States to international travelers
- GoUSA, which is active in Asian markets, including China and Hong Kong (GoUSA.cn), Taiwan (GoUSA.tw), India (GoUSA.in), Japan (GoUSA.jp), and South Korea (GoUSA.or.kr)

Together, the VisitTheUSA and GoUSA website platforms are the consumer-facing online identities international travelers associate with travel to the United States

Photos: Toronto (left); Edith Cavell Lake, Alberta (right)

Social Media Channels

In addition to the global and in-market VisitTheUSA and GoUSA proprietary websites, Brand USA leverages related social media accounts in consumer-facing content and communications. Each market where Brand USA has a fully developed marketing presence has a dedicated, in-language website and social channels, which Brand USA uses to reach consumers in its target markets.

The following handles are used for global, consumer-facing promotions in English:

- **Website:** VisitTheUSA.com
- **Twitter:** @VisitTheUSA
- **Facebook:**
Facebook.com/VisitTheUSA
- **YouTube:**
YouTube.com/VisitTheUSA
- **Instagram:** VisitTheUSA

The following campaign hashtags support global and thematic promotions and initiatives:

- **Global:** #VisitTheUSA
- **Flavors/Culinary:** #TasteUSA
- **Road Trips:** #RoadTripUSA
- **Great Outdoors:** #OutdoorsUSA
- **Market the Welcome:**
#USAWelcome

In addition to leveraging these global channels, Brand USA currently has localized social media efforts in the following markets via the channels shown in the Digital Channels chart on the following page.



Digital Channels

Market	URL	Local Tagline	Channels	Hashtag	
Australia	VisitTheUSA.com.au	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAau YouTube.com/VisitTheUSA	#VisitTheUSA
Brazil	VisiteosUSA.com.br	Planeje Sua Viagem Aos USA Agora Mesmo	@VisiteOsUSA @VisitTheUSA	facebook.com/VisiteOsUSA YouTube.com/VisiteOsUSA	#VisiteOsUSA
Canada: English	VisitTheUSA.ca	Plan Your USA Trip Now	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSA	#VisitTheUSA
Canada: French	fr.VisitTheUSA.ca	Planifiez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAcA @VisitTheUSA	facebook.com/VisitTheUSAcA YouTube.com/VisitTheUSAFr	#VisitTheUSA
Chile	VisitTheUSA.cl	Planifica tu viaje a USA ahora	@VisitTheUSAEs @VisitTheUSA	facebook.com/VisitTheUSACl YouTube.com/VisitTheUSAEs	#VisitTheUSA
China	GoUSA.cn	即刻 定制 您的 USA 旅行 计划	<p>Sina Weibo (Chinese microblogging site/hybrid of Twitter and Facebook): http://weibo.com/GoUSACn</p> <p>Tencent Weibo (Chinese microblogging site): http://t.qq.com/DiscoverGoUSA</p> <p>Youku (YouTube equivalent): http://i.youku.com/gousacn</p> <p>Weishi (Vine equivalent): http://www.weishi.com/u/23484775</p> <p>Wechat (Chinese mobile social network for texting, images, music and articles sharing, mobile only): 美国国家旅游局</p> <p>Lofter (Photo sharing platform): http://GoUSA.lofter.com</p>	#VisitTheUSA	
Colombia	VisitTheUSA.co	Planifica tu viaje a USA ahora	@VisitTheUSAEs @VisitTheUSA	facebook.com/VisitTheUSACo YouTube.com/VisitTheUSAEs	#VisitTheUSA
France	VisitTheUSA.fr	Préparez Votre Voyage Aux USA Dès Maintenant	@VisitTheUSAFr @VisitTheUSA	facebook.com/VisitTheUSAFr YouTube.com/VisitTheUSAFr	#VisitTheUSA
Germany	VisitTheUSA.de	Plant Jetzt Eure Reise In Die USA	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAdE YouTube.com/VisitTheUSAdE	#VisitTheUSA
Global	VisitTheUSA.com	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSA YouTube.com/VisitTheUSA	#VisitTheUSA
India	GoUSA.in	Plan Your USA Trip Now	@GoUSAIn @VisitTheUSA	facebook.com/GoUSAIn YouTube.com/GoUSAIn	#USATrip
Japan	GoUSA.jp	今すぐ USAへの 旅の 計画を	@GoUSAJp @VisitTheUSA	facebook.com/GoUSAJp YouTube.com/GoUSAJp	アメリカ旅行
Mexico	VisitTheUSA.mx	Planifica Tu Viaje A USA Ahora	@VisitTheUSAEs @VisitTheUSA	facebook.com/VisitTheUSAMx YouTube.com/VisitTheUSAEs	#VisitTheUSA
Korea	GoUSA.or.kr	지금 USA 여행을 계획해보세요	@GoUSAkr @VisitTheUSA	facebook.com/GoUSAkr YouTube.com/GoUSAkr	#미국여행
Sweden	VisitTheUSA.se	Plan Your USA Trip Now	@VisitTheUSA @VisitTheUSA	facebook.com/VisitTheUSAse YouTube.com/VisitTheUSA	#VisitTheUSA
Taiwan	GoUSA.tw	N/A	N/A	facebook.com/GoUSA.official	N/A
United Kingdom	VisitTheUSA.co.uk	Plan Your USA Trip Now	@VisitTheUSAuk @VisitTheUSA	facebook.com/VisitTheUSAuk YouTube.com/VisitTheUSA	#VisitTheUSA

GoUSA Available on Roku, Apple TV, Amazon Fire, iOS, and Android. Also accessible via GoUSATV.com and YouTube.

Brand USA Traveler Research

In the summer of 2013, Brand USA launched its Global Market Intelligence program. As part of this program, Brand USA commissioned PhoCus Wright, Inc. to conduct proprietary consumer research in various international markets. Respondents were recruited from an online panel. For markets beyond North America, the results reflect responses from adults who travel outside of their continent for leisure. The Global Market Intelligence program is designed to gain insight into travelers' perceptions of the USA and its competitors, as well as general travel behaviors and preferences.

Top Five Motivations for Selecting Last Intercontinental Destination

Question: What motivates your desire to visit that destination? Select all that apply (N=2011).

Base: Canada intercontinental travelers.



50%

Cultural/
historical
attractions



49%

Beaches/seaside
attractions



44%

Local lifestyle



39%

Dining/
gastronomy



31%

Urban attractions

Top Five Strongest Impressions of the USA

For each of the following countries, select which characteristics, if any, describe it as a holiday destination. Select all that apply (N=2011). Base: Canada intercontinental travelers.

33%

Diverse

30%

Arrogant

29%

Adventurous

25%

Friendly

23%

Energetic



Top Five Channels Used in Destination Selection for Last Intercontinental Trip

Question: What sources of information did/will you use to select the destination for this holiday? Select all that apply. Base: Canada intercontinental travelers (N=2011).



59%

Websites via computer



40%

Personal recommendations from family and friends



28%

Websites/applications via mobile phone



28%

Websites/applications via tablet

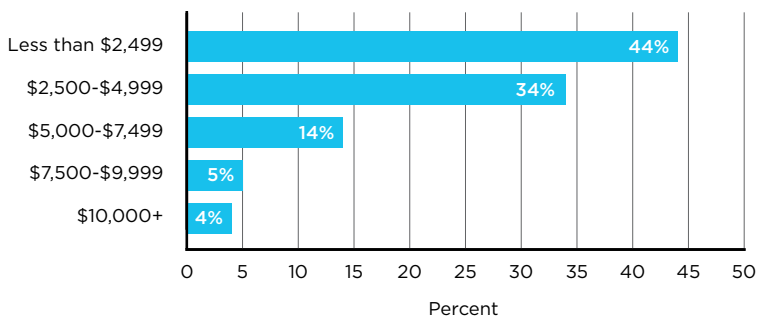


19%

Personal advice from travel professionals/agents

Expected Household Travel Spend for Next Intercontinental Trip

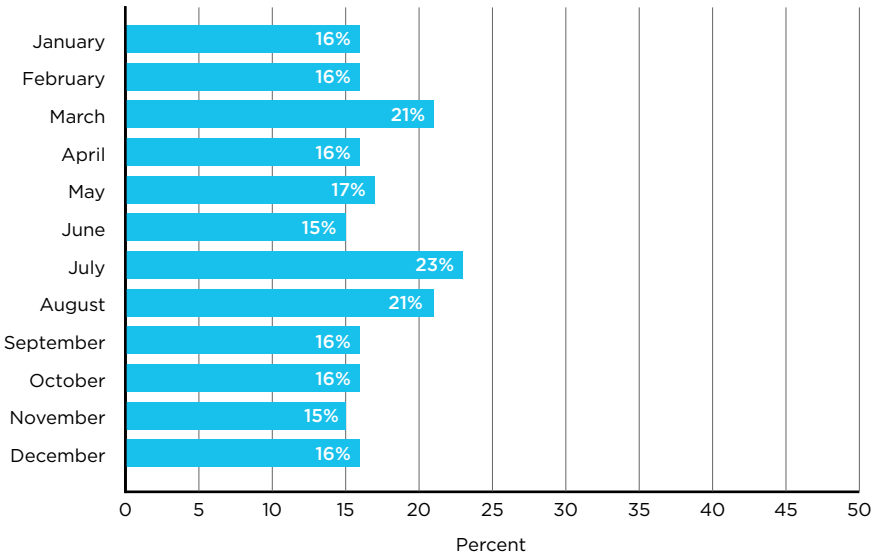
Question: What is the total amount you expect your household to spend on each of the following elements of this holiday? Enter a whole number without the currency symbol. Airline tickets/Lodging/Additional trip-related expenses, such as dining, local transportation, souvenirs and local tours. Base: Canada intercontinental travelers (N=2011). (Conversion CAD to USD=0.770).



Mean: \$3,670 **Median:** \$2,913

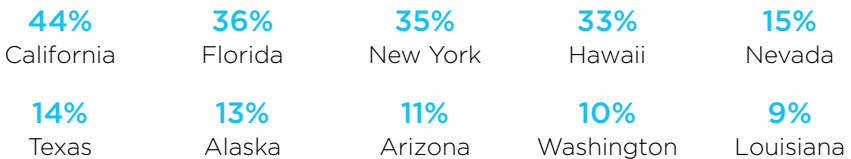
Months Traveled (March 2017–March 2019)

Question: During what month(s) did you take your holiday(s)? Base: Canada intercontinental travelers (N=2011).



Destination Interest—Top 10 States

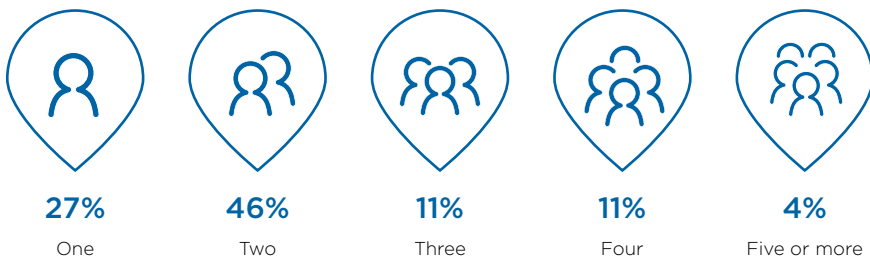
Question: You indicated in a previous question that you have interest in visiting the USA some time in the future. Which U.S. state(s) are you interested in visiting? Base: Canada intercontinental travelers with interest in visiting the United States (N=1957).





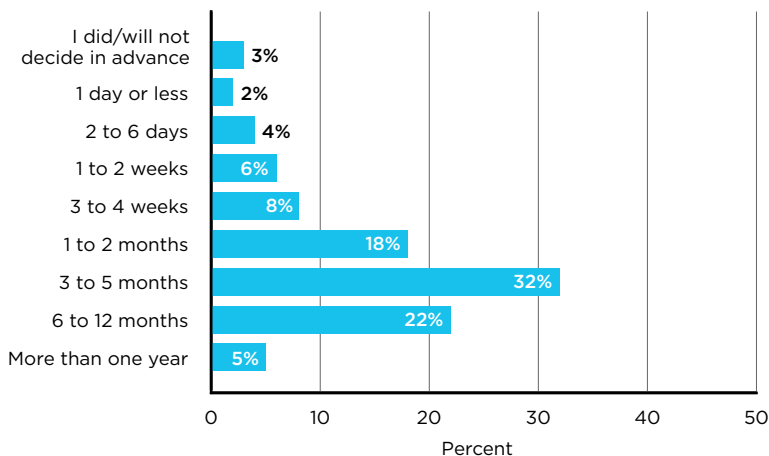
Expected Travel Party Size of Next Intercontinental Trip

Question: Who will travel with you on this holiday? Select all that apply. Base: Canada intercontinental travelers (N=2011). Note: Totals may not add up to 100% due to rounding.



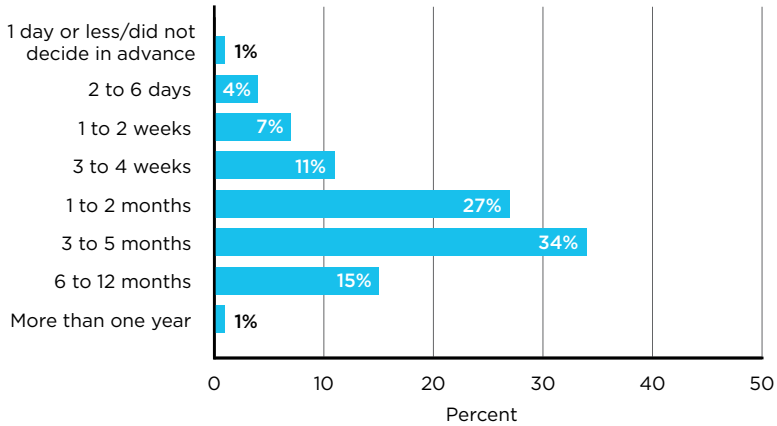
Destination Decision for Next International Trip

Question: How far in advance of your departure date did/will you decide on the destination? Base: Canada intercontinental travelers (N=2011). Note: Totals may not add up to 100% due to rounding.



Air Booking for Next International Trip

Question: How far in advance of your departure date did/will you book the travel products for this holiday? Select one option from the drop-down box. Base: Canada intercontinental travelers (N=2011). Note: Totals may not add up to 100% due to rounding.



Net Promoter

Question: United States of America: If a friend or relative were discussing a future holiday destination with you, which statement would best describe your attitude toward the following countries? Base: Canada intercontinental travelers (N=2011). Note: Totals may not add up to 100% due to rounding.



30%

I would bring it up to recommend as a destination



31%

I would tell people positive things about it if it were brought up



27%

I would tell people neither positive nor negative things if it were brought up



8%

I would tell people negative things if it were brought up



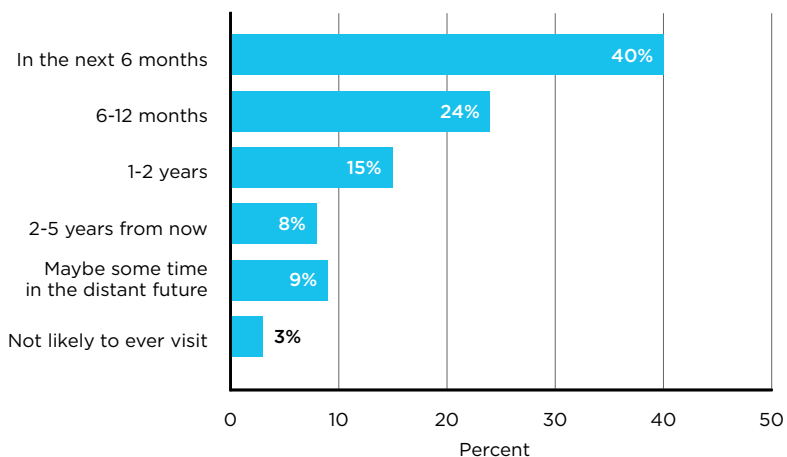
4%

I would bring it up to discourage people from traveling there



Likelihood of Travel to the USA

Question: *When, if ever, are you likely to visit the following countries?* Base: *Canada intercontinental travelers (N=2011).*



Highlights of Success

Over the past seven years, Brand USA's marketing efforts have generated...

7.5 million
incremental visitors



nearly
\$25 billion
incremental spending

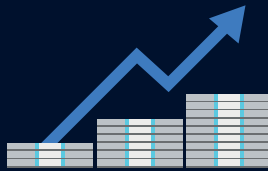


50,000+
incremental jobs
supported
each year

\$7.1 billion
federal, state &
local taxes



nearly
\$55 billion
total economic
impact





Brand USA Markets

Brand USA deploys its marketing efforts in a strategic combination of emerging and established markets that have the potential to drive the greatest returns in terms of visitation, spend, and market share.

Based on these market selection factors, Brand USA currently focuses the majority of its consumer marketing efforts in the following markets:

- Australia
- Brazil
- Canada
- Chile
- China
- Colombia
- France
- Germany
- India
- Japan
- Mexico
- South Korea
- Sweden
- United Kingdom

These 14 international markets generate more than 80 percent of inbound travel to the United States. In total, through the combined total of Brand USA's cooperative marketing platforms, contributed media, and trade outreach, the international marketing effort is present in more than 40 markets.

Brand USA Partnerships



Visit USA Committee, Canada

How Brand USA Works with Visit USA Committees

Brand USA works in collaboration with Visit USA committees around the world to promote the United States as a premier travel destination. These committees organize a wide range of promotional activity, including travel trade shows, workshops, and training for travel agents and tour operators, roadshows with U.S. destinations, and more.

Visit USA committees are generally managed by voluntary members with an interest in promoting and selling travel to the United States. Brand USA collaborates with Visit USA committees and supports activities that align with Brand USA's objectives and marketing strategies. In addition, Brand USA makes use of the in-market expertise of Visit USA committees, both where Brand USA has representation and where it does not.

Visit USA Committee Canada (Discover America Canada)

Susan Webb

President

Denise Graham

Vice President

Admin@DiscoverAmericaCanada.org

Photos: Basilique Notre-Dame, Montréal (left); Cedar Dunes, Prince Edward Island (right)
Source: CIA World Factbook 2018, unless noted otherwise



About the U.S. Department of Commerce

Brand USA works in close concert with the U.S. Department of Commerce through the National Travel and Tourism Office (NTTO) and the U.S. Commercial Service.



The National Travel and Tourism Office (NTTO)

NTTO is the liaison between Brand USA and the federal government. The office works with Brand USA on behalf of the Secretary of Commerce, who appoints the Brand USA Board of Directors and approves Brand USA's annual objectives in consultation with the Secretary of State and the Secretary of Homeland Security. Additionally, NTTO facilitates the approval of matching funds for Brand USA and connects Brand USA to other federal agencies.

More broadly, NTTO creates a positive climate for growth in travel and tourism by reducing institutional barriers to tourism, administers joint marketing efforts, provides official travel and tourism statistics, and coordinates efforts across federal agencies through the Tourism Policy Council. The office works to enhance the international competitiveness of the U.S. travel and tourism industry and increase its exports, thereby creating U.S. employment and economic growth through:

- Management of the travel and tourism statistical system for assessing the economic contribution of the industry and providing the sole source for characteristic statistics on international travel to and from the United States;
- Design and administration of export expansion activities;
- Development and management of tourism policy, strategy and advocacy;
- Technical assistance for expanding this key export (international tourism) and assisting in domestic economic development.

Contact:

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The U.S. Commercial Service

Brand USA works closely with the U.S. Commercial Service (USCS) to pursue our mutual objective of promoting the United States as the premier international travel destination.

The USCS is the trade promotion arm of the U.S. Department of Commerce's International Trade Administration. The USCS is a federal government agency with a domestic network of over 100 offices and a global network operating in over 75 countries. The mission of the USCS is to assist American companies in their export needs and to support foreign direct investment into the United States. As America's largest services export, travel and tourism is a key sector for the USCS.

The Commercial Service Global Travel and Tourism Team helps U.S. destinations and travel suppliers attract international visitors and grow international arrivals. This assistance can include: trade counseling, market research, vetting of potential partners, outreach to wholesale buyers, and support with international sales calls/trade shows/visits. To search for a domestic trade specialist near you, visit www.export.gov.



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