

Visitor Travel Survey, second quarter 2024

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Highlights

In the second quarter, visitors from the United States and overseas made 8.2 million trips to Canada, up 11.0% from the same quarter in 2023. Nearly four out of five trips (78.4%) were made by US residents from April to June 2024.

Meanwhile, spending by non-resident visitors to Canada totalled \$7.4 billion in the second quarter, an increase of 5.2% from the second quarter of 2023. The average expenditure was \$897 per trip in the second quarter of 2024.

Trips to Canada by US residents

US residents took 6.4 million trips to Canada in the second quarter, up 11.4% compared with the second quarter of 2023, but down 4.1% from the same quarter in 2019. For most (85.1%) of these visitors, the main reason for taking these trips was personal. Holidays, leisure or recreation (47.5%) was the most frequently cited personal reason for visiting Canada.

In the second quarter, US residents visiting Canada spent \$4.0 billion, a 12.2% increase from the second quarter of 2023 and 23.2% higher than the second quarter of 2019. On average, these visitors spent \$626 per trip in the second quarter of 2024. The average length of trips was 3.2 nights, or 5.5 nights when excluding same-day trips.

In the second quarter, the top spending category for US residents visiting Canada was accommodation, representing 37.0% (\$1.5 billion) of all expenditures. Food and beverages came second, accounting for a quarter (25.7%) of spending by US residents, followed by spending on transportation during their visit in Canada (13.8%), and recreation and entertainment (13.7%).

Trips to Canada by overseas residents

In the second quarter, overseas residents (from countries other than the United States) took 1.8 million trips to Canada, up 9.4% compared with the same quarter in 2023, but 13.4% lower than in the second quarter of 2019. For nearly half (47.1%) of overseas visitors in the second quarter of 2024, the main purpose for their trip was visiting friends or relatives. This was followed by holidays, leisure or recreation for just over a third (35.3%) of them.

The United Kingdom (229,000) ranked first for the most visitors to Canada in the second quarter, followed by India (180,000) and France (151,000). Among the countries with the largest year-over-year increases, China increased by 49.0% and Japan increased by 39.1%.

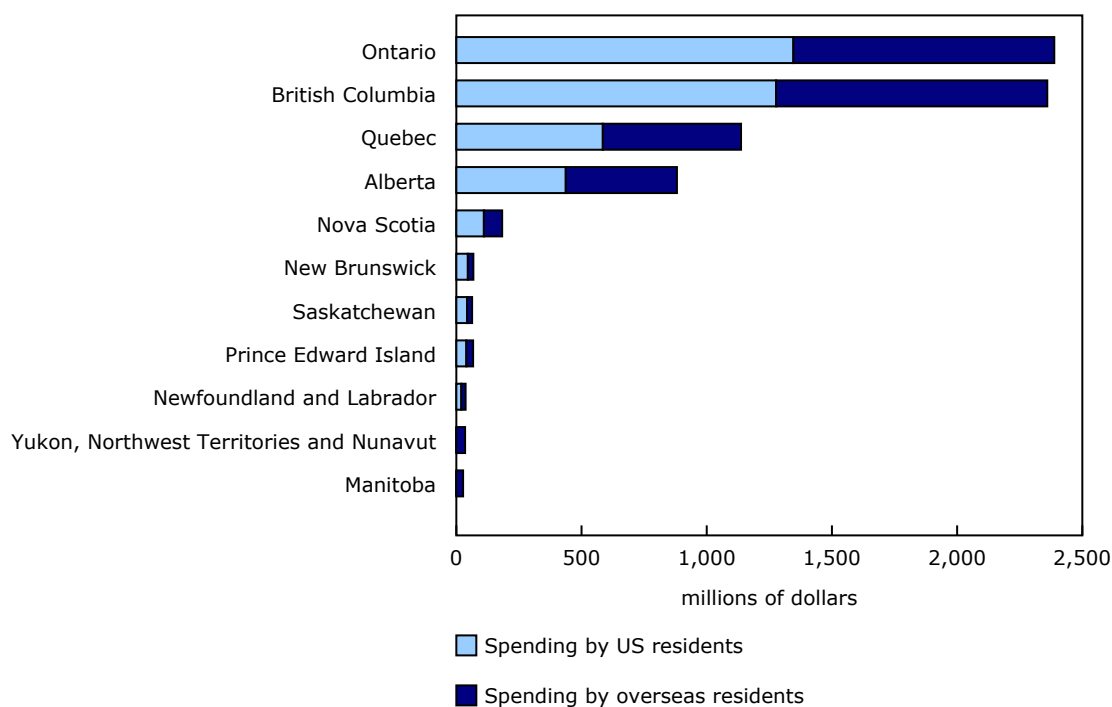
Spending by overseas visitors in Canada totalled \$3.3 billion in the second quarter, down 2.1% from the same quarter in 2023, but 5.1% higher than in the second quarter of 2019. From April to June 2024, they spent an average of \$1,885 per trip, and the average length of trips was 17.2 nights.

In the second quarter, the top expenditure category was accommodations, accounting for a third (33.4%) of spending by overseas visitors. It was followed closely by the food and beverages (28.0%) category, and the clothing and gifts category took third place, which represented 13.8% of total spending by overseas visitors.



Chart 1

Total travel expenditures by international visitors, by province and territory, second quarter 2024



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 Source(s): Table 24-10-0066-01.

Table 1
 Trips by non-resident visitors in Canada by main trip purpose

	Second quarter 2023	Second quarter 2024	Second quarter 2023 to second quarter 2024
	thousands		% change
Total trips by non-resident visitors in Canada	7,405	8,218	11.0
Total trips by residents of the United States of America in Canada	5,785	6,446	11.4
Business and professional	847	962	13.6
Holidays, leisure and recreation	2,811	3,063	9.0
Visiting friends and relatives	984	1,184	20.3
Other personal	1,143	1,238	8.3
Total trips by residents of countries other than the United States of America in Canada	1,620	1,772	9.4
Business and professional	206	188	-8.7
Holidays, leisure and recreation	602	626	4.0
Visiting friends and relatives	684	834	21.9
Other personal	128	125	-2.3

Note(s): Figures may not add up to totals as a result of rounding.
 Source(s): Table 24-10-0064-01.

Table 2
Expenditures by non-resident visitors in Canada by main trip purpose

	Second quarter 2023	Second quarter 2024	Second quarter 2023 to second quarter 2024
	dollars		% change
Total expenditures by non-resident visitors in Canada	7,009,124	7,374,619	5.2
Total expenditures by residents of the United States of America in Canada	3,594,632	4,033,462	12.2
Business and professional	620,254	678,500	9.4
Accommodations	337,525	367,522	8.9
Clothing and gifts	13,025	16,739	28.5
Food and beverages	136,199	165,511	21.5
Recreation and entertainment	22,113	22,955	3.8
Transportation	98,821	99,064	0.2
Other	12,571	6,710	-46.6
Holidays, leisure and recreation	2,067,007	2,247,429	8.7
Accommodations	817,515	853,720	4.4
Clothing and gifts	126,169	131,905	4.5
Food and beverages	485,153	533,092	9.9
Recreation and entertainment	316,020	367,290	16.2
Transportation	265,074	293,094	10.6
Other	57,076	68,329	19.7
Visiting friends and relatives	511,435	657,540	28.6
Accommodations	120,819	154,571	27.9
Clothing and gifts	61,075	80,556	31.9
Food and beverages	186,025	230,401	23.9
Recreation and entertainment	60,540	57,601	-4.9
Transportation	73,902	97,050	31.3
Other	9,074	37,361	311.7
Other personal	395,936	449,992	13.7
Accommodations	107,209	114,559	6.9
Clothing and gifts	31,844	26,245	-17.6
Food and beverages	91,245	108,725	19.2
Recreation and entertainment	80,207	106,055	32.2
Transportation	59,171	67,096	13.4
Other	26,260	27,312	4.0
Total expenditures by residents of countries other than the United States of America in Canada	3,414,492	3,341,157	-2.1
Business and professional	588,829	386,774	-34.3
Accommodations	284,827	191,178	-32.9
Clothing and gifts	46,488	37,207	-20.0
Food and beverages	156,369	97,107	-37.9
Recreation and entertainment	26,468	14,917	-43.6
Transportation	72,646	37,544	-48.3
Other	2,032	8,820	334.1
Holidays, leisure and recreation	1,511,805	1,676,116	10.9
Accommodations	598,791	669,324	11.8
Clothing and gifts	137,123	108,331	-21.0
Food and beverages	355,118	398,410	12.2
Recreation and entertainment	184,750	215,386	16.6
Transportation	209,419	253,277	20.9
Other	26,604	31,388	18.0
Visiting friends and relatives	1,023,768	1,123,216	9.7
Accommodations	206,797	209,520	1.3
Clothing and gifts	261,998	280,909	7.2
Food and beverages	323,571	398,531	23.2
Recreation and entertainment	98,915	100,260	1.4
Transportation	112,413	115,390	2.6
Other	20,074	18,606	-7.3
Other personal	290,091	155,051	-46.6
Accommodations	115,202	47,145	-59.1
Clothing and gifts	49,582	34,269	-30.9
Food and beverages	71,139	42,522	-40.2
Recreation and entertainment	17,458	12,340	-29.3
Transportation	31,170	14,490	-53.5
Other	5,540	4,285	-22.7

Note(s): Expenditures do not include commercial fares to travel between countries.
Source(s): Table [24-10-0064-01](#).

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Note to readers

Due to the COVID-19 pandemic, collection activity relating to the Visitor Travel Survey (VTS) was suspended in March 2020 and estimates from the second quarter of 2020 to the first quarter of 2023 were produced using a model based on 2019 VTS estimates adjusted with Frontier Counts results.

VTS collection activities partially resumed in 2023. For the air commercial component, the Air Exit Survey (AES) resumed at five major airports. For the non-air commercial portion, estimates were calculated using a combination of AES data collected and historical non-air commercial data, as well as Frontier Counts.

Users are strongly advised to read the description of data sources, methods and limitations provided in the [Visitor Travel Survey](#) webpage.

It is recommended that users interpret estimates for these quarters with the aforementioned considerations in mind. Comparisons of historical VTS results with current VTS results should be made with caution, due to the use of different methods to produce estimates for US and overseas residents visiting Canada.

All data in this release are expressed in current dollars unless otherwise noted.

Since the first quarter of 2024, new tables are available: [24-10-0064](#), [24-10-0065](#) and [24-10-0066](#). These tables provide data by mode of entry to Canada, for commercial air and mode other than commercial air, and for total visitors to Canada. The following table is archived: [24-10-0047-01](#) (Spending by foreign residents travelling in Canada by country of residence, tourism region and spending category).

Starting with the release for the second quarter of 2024, an improved method was used to model trips and spending at the provincial or territorial level for same-day trips by US residents who entered Canada by a mode other than commercial air. As a result, it was possible to better account for the place they visited in Canada. The final estimates in question were revised back to the first quarter of 2023. Estimates of the trips made by residents of countries other than the United States or trips where the mode of entry to Canada was commercial air were not affected.

Starting with the release for the first quarter of 2024, country codes have been aligned with the [Variant of the Standard Classification of Countries and Areas of Interest 2022 for Travel Statistics](#).

Recent data on international travel to Canada are available in the monthly "[Travel between Canada and other countries](#)" release.

Available tables: [24-10-0064-01](#) to [24-10-0066-01](#) .

Definitions, data sources and methods: survey number [5261](#).

For more information, or to enquire about the concepts, methods, or data quality of this release, contact us (toll-free 1-800-263-1136; 514-283-8300; infostats@statcan.gc.ca) or Media Relations (statcan.mediahotline-ligneinfomedias.statcan@statcan.gc.ca).