

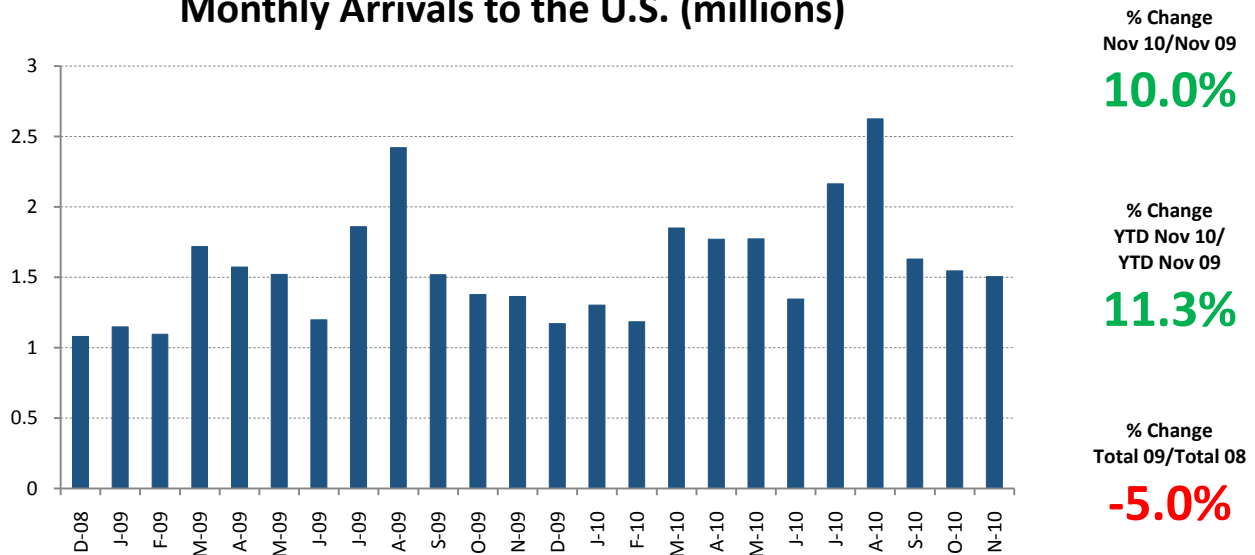


C A N A D A

MARKET SUMMARY

- 17,964,000 Canadian residents visited the U.S. in 2009, a 5% decrease from 2008.
- Monthly arrivals for November 2010 were 1,504,107, about 10% higher than arrivals for November 2009. Total year to date arrivals from Canada through November are 11% higher in 2010 than 2009.
- Looking to 2010, arrivals are expected to increase by 8%, for a total of 19,400,000 visitors.
- Canada's economy is expected to sustain GDP growth of 2.4% in 2011, and real private consumption is also expected to increase 2.9% in 2011.
- In 2009, the U.S. received a total of \$16.1 billion from Canadian visitors, a decrease of 12.0% compared to 2008. \$12.8 billion was spent on travel while in the U.S., and \$3.3 billion was spent on international airfare.
- Total spending, including spending on international airfare, per Canadian arrival to the U.S. averaged \$898 in 2009, a decrease of 7.4% compared to 2008.
- The U.S. is the most popular international destination for Canadian travelers. Approximately 63% of all Canadian residents traveling internationally visited the U.S. in 2009.

Monthly Arrivals to the U.S. (millions)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Total	Year End Total*
2008	1,312,317	1,200,705	1,980,646	1,584,253	1,615,826	1,383,119	2,026,824	2,565,753	1,478,187	1,394,374	1,304,596	1,078,664	17,846,903	18,910,000
2009	1,148,003	1,095,938	1,718,287	1,572,227	1,521,247	1,198,657	1,859,121	2,420,516	1,519,049	1,376,274	1,363,786	1,171,349	16,786,772	17,964,000
2010	1,302,908	1,184,094	1,849,806	1,769,444	1,771,993	1,345,875	2,164,539	2,624,478	1,630,221	1,544,746	1,504,107		18,693,718	

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](http://www.dhs.gov)

*revised with Statistics Canada survey