INTERNATIONAL TRAVEL SURVEY: C A N A D I A N R E S I D E N T S - 2 0 0 8 -
Y E A R TOTALS (JAN-DEC) P R O F I L E : PROVINCE OF RESIDENCE CATALOGUE #: CANCAL

CLIENT:
DATA SELECTED: OVERNIGHT PERSON-VISITS BY CANADIANS
WAFERS: TO CALIFORNIA
ADDED STUBS: U.S. STATE VISITED
WEIGHT: P-VISIT - WEIGHTED DATA ARE ROUNDED BY 100'S

OVERNIGHT PERSON-VISITS BY CANADIANS TO CALIFORNIA

*** Revised ***	TOTAL PERSON-VISITS	PROVINCE OF RESIDENCE						
		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
PROVINCE OF RESIDENCE :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NEWFOUNDLAND	4,200	4,200	.	.	.	.	.	.
NOVA SCOTIA	7,700	7,700	.	.	.	.	.	.
NEW BRUNSWICK	3,600	3,600	.	.	.	.	.	.
QUEBEC	111,400	.	111,400	.	.	.	.	.
ONTARIO	311,800	.	.	311,800	.	.	.	.
MANITOBA	34,800	.	.	.	34,800	.	.	.
SASKATCHEWAN	25,900	.	.	.	.	25,900	.	.
ALBERTA	291,000	.	.	.	.	.	291,000	.
BRITISH COLUMBIA	462,400	.	.	.	.	.	.	462,400
YUKON / N.W.T.	3,600	.	.	.	.	.	.	3,600
MAIN TRIP REASON :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
MEETINGS	85,800	1,800	7,300	44,700	2,500	1,700	6,200	21,700
CONVENTION, CONFER., TRADE SHOW,SEMINAR	121,000	3,900	24,200	43,500	2,600	1,400	21,000	24,500
OTHER WORK	21,400	.	2,700	10,300	.	1,600	700	6,200
HOLIDAY, VACATION	634,800	7,600	45,700	110,300	20,500	14,400	198,200	238,100
VISITS FRIENDS OR RELATIVES	276,600	1,200	25,900	79,600	6,500	3,900	41,500	118,000
VISIT SECOND HOME, COTTAGE, CONDO	28,300	.	.	4,400	400	1,100	8,600	13,800
ATTEND EVENTS, ATTRACTIONS	33,700	.	1,000	2,300	500	.	7,700	22,200
PERSONAL (MEDICAL, WEDDING, ETC)	27,800	1,100	3,900	7,500	1,300	400	6,800	6,700
EDUCATIONAL STUDY	9,900	.	900	3,600	.	.	300	5,100
SHOPPING	1,400	.	.	.	.	1,400	.	.
OTHER	13,700	.	.	5,600	400	.	.	7,600
NOT STATED	2,200	.	.	.	.	.	.	2,200

INTERNATIONAL TRAVEL SURVEY: C A N A D I A N R E S I D E N T S - 2 0 0 8 -
Y E A R TOTALS (JAN-DEC) P R O F I L E : PROVINCE OF RESIDENCE CATALOGUE #: CANCAL

CLIENT:
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WEIGHT: P-VISIT - WEIGHTED DATA ARE ROUNDED BY 100'S

OVERNIGHT PERSON-VISITS BY CANADIANS TO CALIFORNIA

*** Revised ***	TOTAL PERSON-VISITS	PROVINCE OF RESIDENCE						
		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
TRANSPORTATION MODE OF ENTRY :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
AUTO	253,100	600	13,900	48,500	5,700	9,200	39,600	135,600
PLANE	920,100	13,600	87,500	254,800	28,300	15,800	224,600	295,600
BUS	7,300	.	400	.	.	.	3,300	3,600
BOAT	400	.	.	200	.	.	200	.
OTHER	4,000	.	.	.	.	.	300	3,700
DIRECT FROM OVERSEAS	5,800	.	.	.	.	.	5,800	.
VIA USA	66,100	1,300	9,700	8,400	900	900	17,300	27,600
TRAVELLING PARTY SIZE :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
1 PERSON	285,800	2,700	27,300	104,300	9,000	4,500	38,500	99,600
2 PERSONS	574,600	10,100	42,300	137,500	18,000	17,900	136,900	211,800
3 PERSONS	105,000	600	1,300	24,100	2,100	1,300	23,100	52,500
4 PERSONS	125,800	2,200	7,900	19,300	5,800	800	47,800	41,900
5 - 9 PERSONS	138,400	.	32,600	26,600	.	.	44,800	34,400
10 + PERSONS	27,100	.	.	.	.	1,400	.	25,700
SURVEY QUARTER :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
1ST. QUARTER	366,200	4,300	39,200	93,000	12,900	6,400	73,100	137,200
2ND. QUARTER	292,300	3,700	24,000	64,700	7,500	8,800	70,800	112,700
3RD. QUARTER	305,100	3,900	30,400	78,500	9,600	3,500	78,300	100,800
4TH. QUARTER	293,100	3,700	17,800	75,600	4,800	7,200	68,800	115,300
VISIT DURATION :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**

INTERNATIONAL TRAVEL SURVEY: C A N A D I A N R E S I D E N T S - 2 0 0 8 -
Y E A R TOTALS (JAN-DEC) P R O F I L E : PROVINCE OF RESIDENCE CATALOGUE #: CANCAL

CLIENT:
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WAFERS: TO CALIFORNIA
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OVERNIGHT PERSON-VISITS BY CANADIANS TO CALIFORNIA

*** Revised ***	TOTAL PERSON-VISITS	PROVINCE OF RESIDENCE						
		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
1 NIGHT	68,200	.	200	18,500	2,100	2,600	11,400	33,400
2 NIGHTS	75,200	.	3,200	18,200	1,700	.	12,800	39,200
3 NIGHTS	170,400	1,700	17,400	44,800	2,400	2,800	24,500	76,700
4 - 6 NIGHTS	372,200	6,400	32,700	111,700	4,900	7,500	82,600	126,400
7 - 9 NIGHTS	275,700	5,700	33,600	49,900	12,000	5,400	83,000	85,900
10-13 NIGHTS	118,000	700	7,700	29,500	4,100	1,600	33,900	40,500
14-16 NIGHTS	77,200	.	13,900	15,500	3,800	2,300	20,500	21,200
17-20 NIGHTS	27,900	.	1,000	6,000	500	.	6,400	14,000
21-30 NIGHTS	26,000	.	1,400	5,800	900	900	6,000	11,000
31-59 NIGHTS	25,800	200	.	7,600	1,600	900	4,300	11,200
60 + NIGHTS	19,900	900	300	4,100	600	2,000	5,600	6,400
DURATION (IN VISIT-NIGHTS) :	**10,773,500**	**176,100**	**859,000**	**2,585,000**	**375,400**	**395,800**	**2,619,800**	**3,762,300**
1 NIGHT	68,200	.	200	18,500	2,100	2,600	11,400	33,400
2 NIGHTS	150,300	.	6,300	36,500	3,500	.	25,600	78,500
3 NIGHTS	511,200	5,000	52,100	134,500	7,300	8,500	73,600	230,200
4 - 6 NIGHTS	1,777,700	35,500	161,300	552,500	23,800	31,600	386,300	586,600
7 - 9 NIGHTS	2,135,200	48,300	267,700	385,800	90,600	43,800	645,500	653,400
10-13 NIGHTS	1,276,300	8,000	85,700	323,200	46,300	18,100	364,000	431,100
14-16 NIGHTS	1,125,600	.	202,200	229,600	56,000	31,600	288,800	317,400
17-20 NIGHTS	509,600	.	17,300	113,900	10,500	.	114,500	253,300
21-30 NIGHTS	640,200	.	37,200	147,100	21,300	24,800	140,700	269,100
31-59 NIGHTS	1,026,600	7,900	.	288,900	67,800	44,600	163,100	454,400
60 + NIGHTS	1,552,600	71,400	28,900	354,500	46,200	190,300	406,300	455,000

INTERNATIONAL TRAVEL SURVEY: C A N A D I A N R E S I D E N T S - 2 0 0 8 -
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OVERNIGHT PERSON-VISITS BY CANADIANS TO CALIFORNIA

*** Revised ***	TOTAL PERSON-VISITS	PROVINCE OF RESIDENCE						
		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
SPENDING IN CDN ($) :	**1,129,370,000**	**11,086,300**	**104,697,600**	**290,819,200**	**31,398,600**	**35,905,800**	**289,002,800**	**366,459,600**
CALIFORNIA	1,129,370,000	11,086,300	104,697,600	290,819,200	31,398,600	35,905,800	289,002,800	366,459,600
VISIT SPENDING RANGE :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NO VISIT SPENDING	5,200	.	700	1,900	200	1,700	.	700
LESS THAN $50	10,700	600	300	2,800	300	.	2,500	4,200
$50 - $199	55,300	.	1,300	11,900	3,100	500	7,100	31,400
$200 - $299	53,800	.	2,200	9,200	1,300	400	9,300	31,400
$300 - $499	93,800	400	8,700	27,500	2,000	2,100	12,200	40,900
$500 - $699	110,400	2,800	9,800	38,300	2,300	1,600	21,200	34,500
$700 - $999	112,400	2,000	7,500	29,700	2,100	900	14,000	56,300
$1,000 - $1,999	305,200	3,700	33,100	82,600	10,500	7,600	74,700	93,000
$2,000 - $3,999	302,000	6,100	26,500	76,100	7,300	5,500	88,300	92,200
$4,000 - $5,999	129,800	.	14,600	22,300	4,200	700	31,500	56,600
$6,000 - $7,999	53,200	.	5,300	7,800	1,600	1,400	13,700	23,500
$8,000 - $9,999	20,500	.	.	1,900	.	2,000	15,100	1,500
$10,000 OR MORE	4,400	.	1,400	.	.	1,600	1,400	.
ACCOMMODATION TYPES (PERSON-VISITS):	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NO ACCOMMODATION REPORTED	51,800	.	1,600	20,700	1,500	2,300	7,200	18,500
HOTEL ONLY	542,300	5,600	52,300	132,600	12,100	9,800	142,300	187,500
MOTEL ONLY	92,300	2,300	2,900	11,200	4,800	1,700	24,100	45,300
HOME OF FRIENDS OR RELATIVES ONLY	222,200	1,600	20,400	54,500	8,000	6,500	44,200	86,900
CAMPING OR TRAILER PARK ONLY	33,700	.	.	3,300	.	1,200	10,700	18,500
COTTAGE OR CABIN ONLY	4,900	.	.	2,500	.	700	1,700	.

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		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
OTHER ONLY	61,900	.	700	11,600	1,800	1,900	21,800	24,100
HOTEL & MOTEL	50,000	.	5,800	24,600	200	400	6,100	12,900
HOTEL & HOME OF FRIENDS OR RELATIVES	64,600	500	5,500	19,000	1,100	.	12,700	25,900
MOTEL & HOME OF FRIENDS OR RELATIVES	45,200	1,100	4,400	15,700	2,100	900	7,700	13,200
OTHER COMBINATIONS OF TWO TYPES	70,500	2,100	14,300	11,700	1,300	500	9,700	31,000
A COMBINATION OF THREE OR MORE TYPES	17,400	2,300	3,500	4,500	2,000	.	2,800	2,300
SEX OF TRAVELLER :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NOT STATED/ EXCLUDED ON S.D. AUTO	85,300	.	2,600	29,700	1,600	3,500	12,300	35,600
MALE	534,700	6,800	57,500	136,000	14,900	12,900	122,000	184,600
FEMALE	636,700	8,700	51,300	146,100	18,400	9,600	156,700	245,900
AGE OF TRAVELLER :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NOT STATED/ EXCLUDED ON S.D. AUTO	85,300	.	2,600	29,700	1,600	3,500	12,300	35,600
UNDER 2 YEARS	7,200	.	1,300	1,100	.	100	2,300	2,400
2 TO 11	64,200	.	3,100	7,100	1,300	500	29,300	22,900
12 TO 14	20,400	.	1,600	4,800	600	.	7,100	6,200
15 TO 19	22,600	.	1,800	6,600	400	.	6,400	7,400
20 TO 24	47,200	.	8,300	12,400	1,400	200	8,300	16,600
25 TO 34	112,200	1,100	19,500	29,000	2,600	100	21,200	38,700
35 TO 44	189,700	2,600	24,000	48,000	3,900	3,400	44,000	63,800
45 TO 54	227,800	4,700	18,800	67,900	5,300	5,600	56,200	69,400
55 TO 64	258,700	4,800	18,900	55,200	8,000	5,000	59,100	107,600
65 TO 74	162,000	400	8,300	44,700	6,600	5,000	29,700	67,400
75 AND OVER	59,300	1,900	3,300	5,200	3,300	2,500	15,200	27,900

INTERNATIONAL TRAVEL SURVEY: C A N A D I A N R E S I D E N T S - 2 0 0 8 -
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*** Revised ***	TOTAL PERSON-VISITS	PROVINCE OF RESIDENCE						
		ATLANTIC CANADA	QUEBEC	ONTARIO	MANITOBA	SASKATCHEWAN	ALBERTA	B.C. & TERR.
COMPOSITION OF TRAVELLING PARTY :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
NOT STATED/ EXCLUDED ON S.D. AUTO	85,300	.	2,600	29,700	1,600	3,500	12,300	35,600
TRAVELLING ALONE	255,700	2,700	25,800	92,400	8,200	3,400	33,600	89,600
2 ADULTS	523,900	10,100	39,900	119,000	18,000	15,500	124,500	196,800
3 OR MORE ADULTS	172,700	2,800	28,500	41,000	2,300	2,000	34,800	61,200
ALONE WITH CHILD(REN)	16,200	.	1,200	4,300	.	.	4,900	5,700
2 ADULTS WITH CHILD(REN)	132,600	.	5,300	19,500	3,300	1,500	57,800	45,200
3 OR MORE ADULTS WITH CHILD(REN)	70,300	.	8,000	5,700	1,500	.	23,000	32,000
COUNTRIES OR STATES :	**1,256,700**	**15,500**	**111,400**	**311,800**	**34,800**	**25,900**	**291,000**	**466,000**
CALIFORNIA	1,256,700	15,500	111,400	311,800	34,800	25,900	291,000	466,000
***** UNWEIGHTED RECORD COUNTS *****								
NUMBER OF VISIT RECORDS SELECTED	1,200	19	135	312	71	38	205	420
***** PERSON-VISIT WEIGHTED AVERAGES *****								
AVERAGE PARTY SIZE	1.89	1.84	1.97	1.64	1.73	1.82	2.17	1.93
AVERAGE VISIT DURATION (NIGHTS)	8.57	11.33	7.71	8.29	10.77	15.26	9	8.07
AVERAGE REPORTED SPENDING / VISIT ($)	898.71	713.28	939.42	932.74	901.11	1,384.36	993	786.31
AVERAGE REPORTED SPENDING / NIGHT ($)	104.83	62.97	121.88	112.5	83.64	90.72	110.31	97.4

FOOTNOTES :
1) THIS PROFILE USES P-VISIT FOR WEIGHTING.
2) THE FOLLOWING SYMBOLS ARE USED:
. FIGURES NOT APPLICABLE

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0 FIGURES UNDER 50