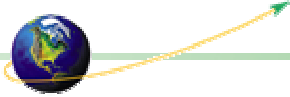




Canadian Travel to Michigan

The 2003 Travel Year

Data Source

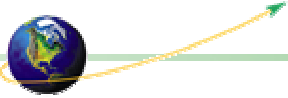


CDN Travel to MI - 2003

- The source of the Canada to Michigan travel data reported herein is the “**International Travel Survey**”, compiled annually by *Statistics Canada*, about travel by Canadians to international destinations.
 - *Statistics Canada is the central statistical agency for the Government of Canada.*

Background Notes

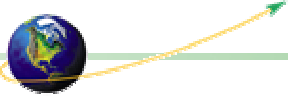
CDN Travel to MI - 2003



- This report reflects the trip-type segmentation approach to analysis based on **Travel USA**[®]. The segments are:
 - *Visits to Friends/Relatives (VFR)*
 - *Marketable Trips*
 - *All other pleasure trips*
 - *So-called because choice of destination on these trips is discretionary and open, therefore, to marketing influence*
 - *Business Trips.*

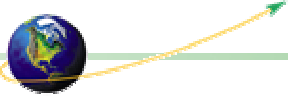
Background Notes cont'd

CDN Travel to MI - 2003



- ⦿ Differences to be noted between the **Travel USA**[®] and Statistics Canada's trip type inclusions and definitions are:
 - ⦿ *Daily work commutes -*
 - ⦿ *are included in the Business Day trip totals reported by Statistics Canada;*
 - ⦿ *are not included anywhere within **Travel USA**[®] because that study is only concerned with trips not part of normal routine.*
 - ⦿ *Combined Business-Pleasure trips –*
 - ⦿ *are not broken-out separately by Statistics Canada and are most likely self-reported as **Business trips** by travelers.*
 - ⦿ *are counted as **Marketable trips** within **Travel USA**[®].*

Travel USA®

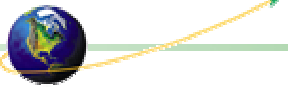


- ◉ Longwoods' proprietary **Travel USA®** study measures and profiles the overnight pleasure and business travel habits of American adults.
 - ◉ *It is a mail-panel study conducted among a statistically-representative sample of 50,000 U.S. adults each quarter (200,000 annually) and,*
 - ◉ *has been conducted since 1994.*

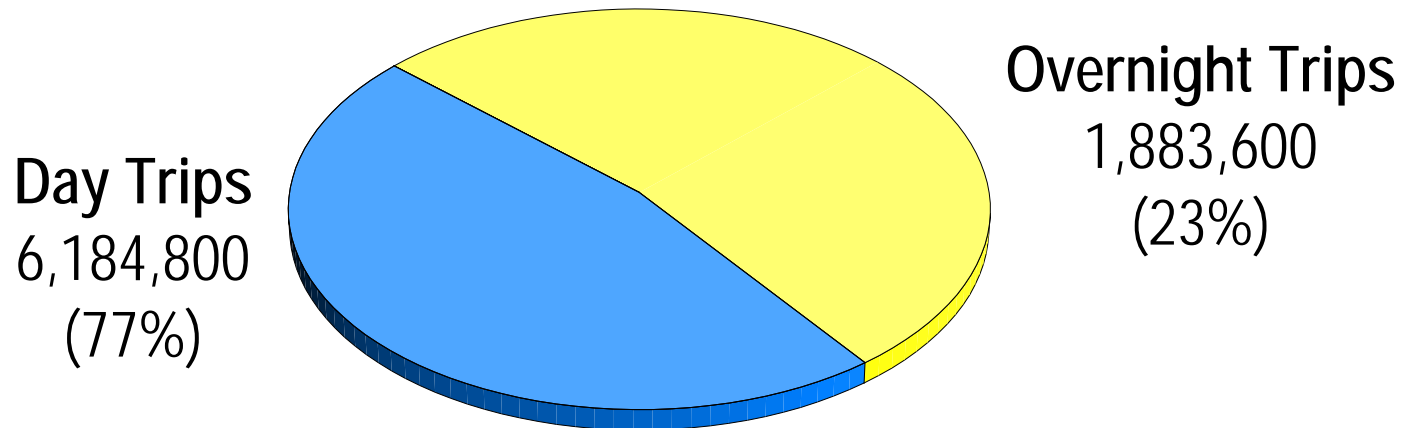
Market Size & Structure

Canadian Travel to Michigan on Day & Overnight Trips

CDN Travel to MI - 2003

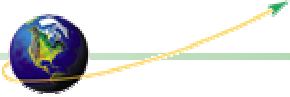


Total Trips: 8,068,500

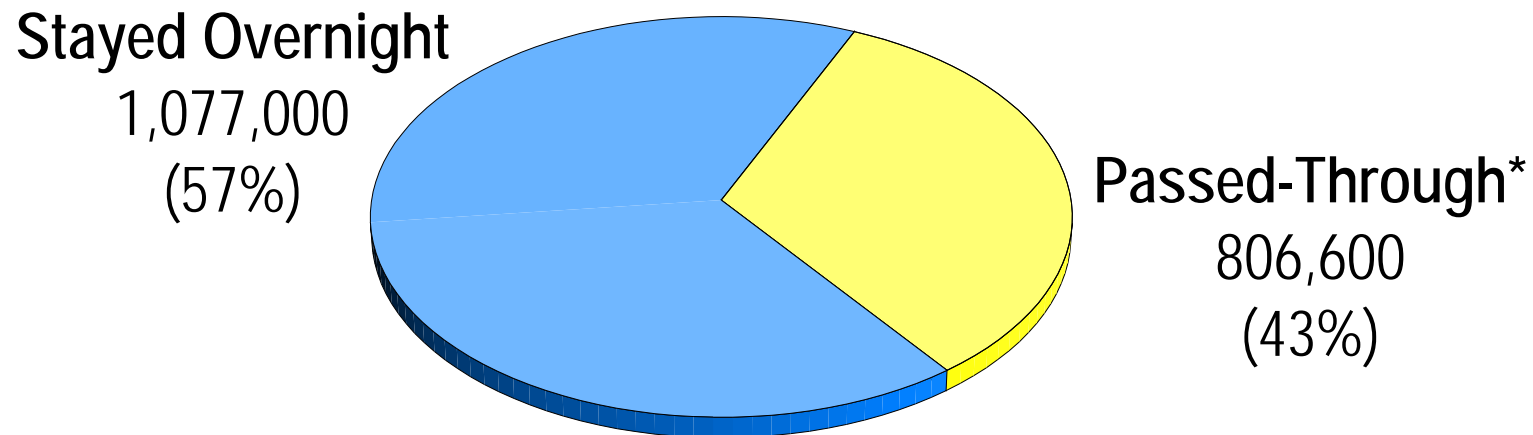


Canadian Travel to Michigan by Overnight Trip Type

CDN Travel to MI - 2003



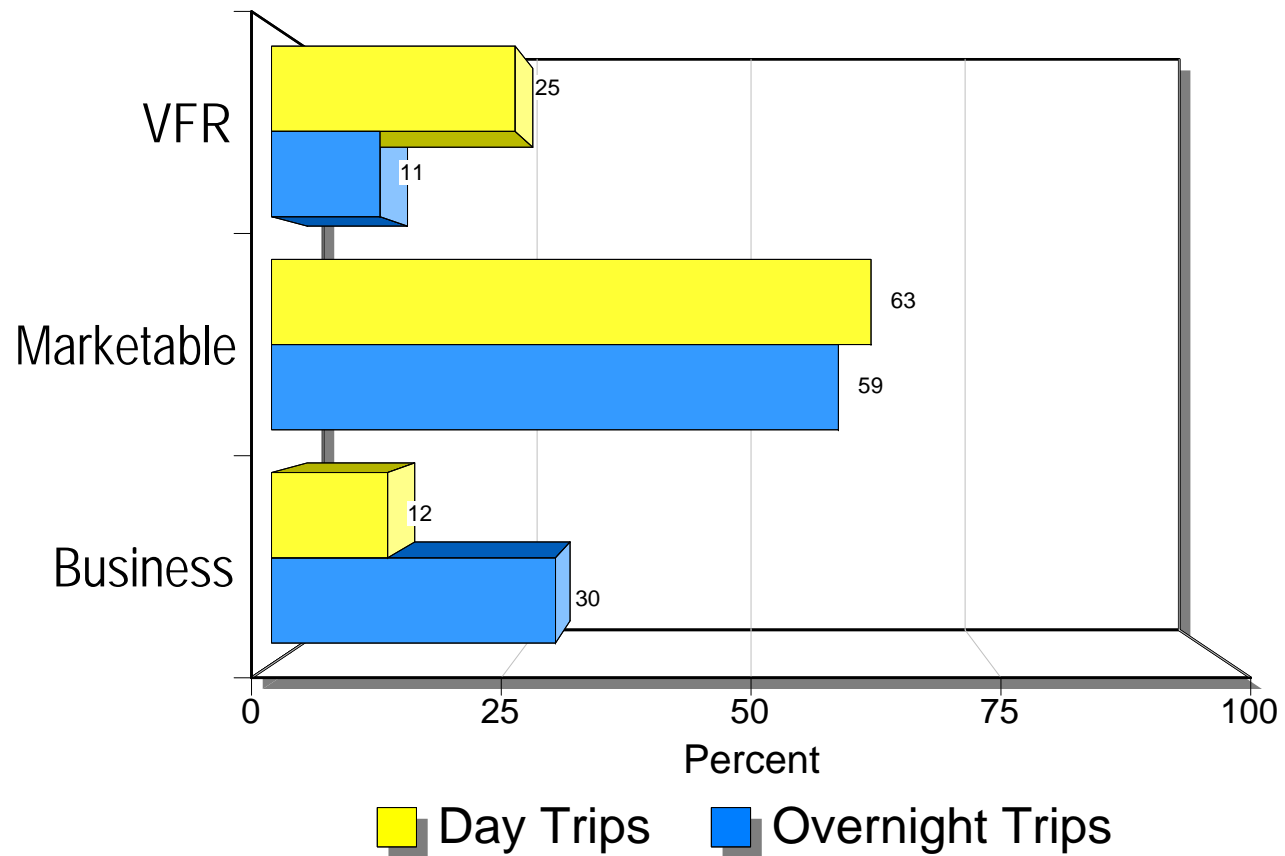
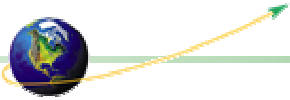
Total Overnight Trips: 1,883,600



* Passed-through Michigan on a trip that included overnight stays in other state(s).

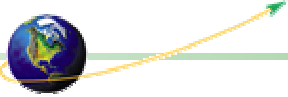
Trip Mix

CDN Travel to MI - 2003

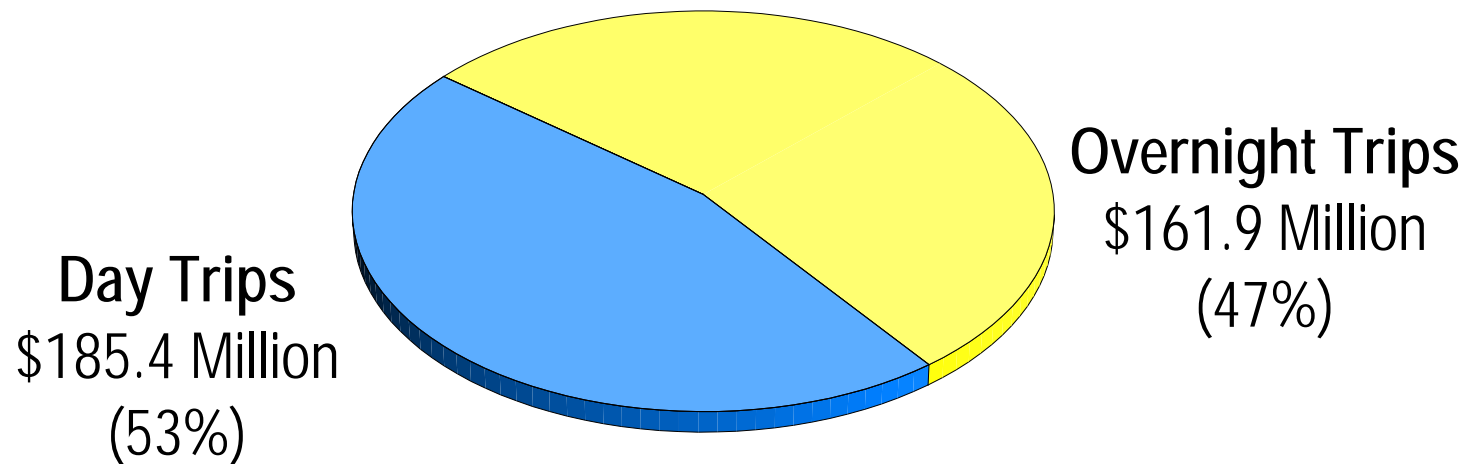


Expenditures in Michigan on Day & Overnight Trips

CDN Travel to MI - 2003

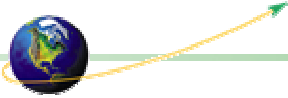


Total: \$347.3 Million (\$US)



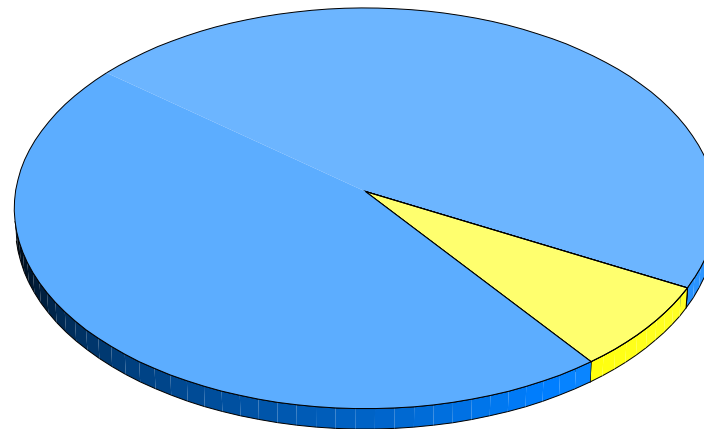
Expenditures in Michigan by Overnight Trip Type

CDN Travel to MI - 2003



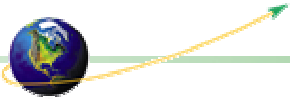
Total on Overnight Trips: \$161.9 Million (\$US)

Stayed Overnight
\$154.6 Million
(95%)

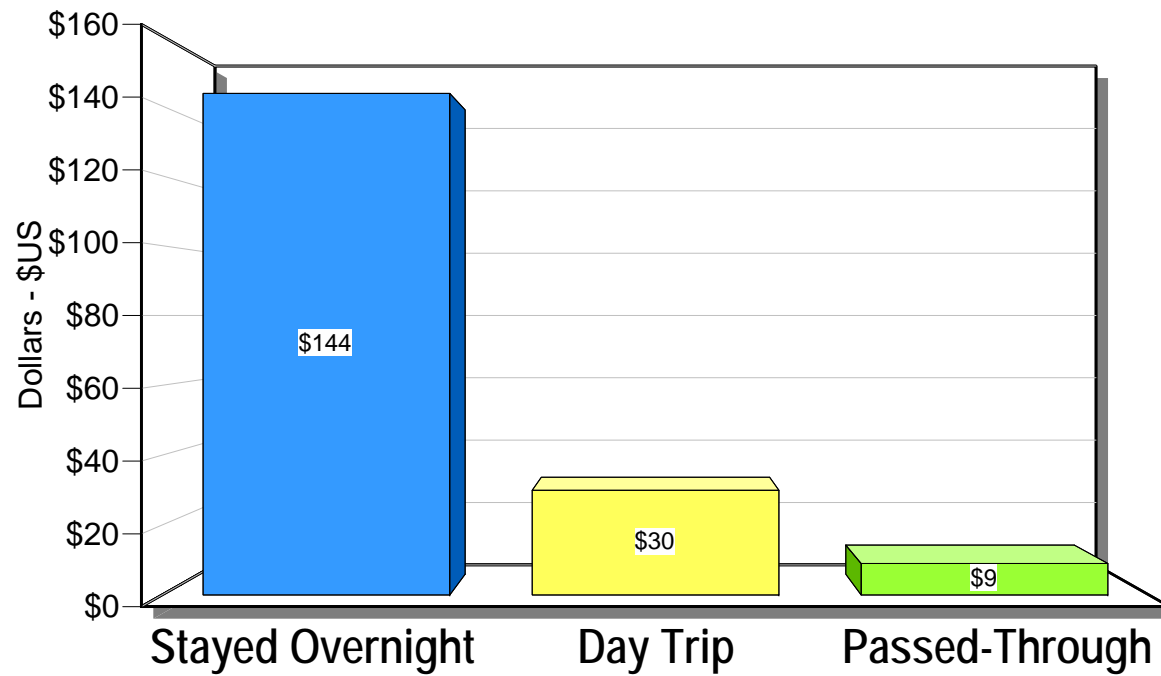


Passed-Through
\$7.3 Million
(5%)

Expenditures Per Trip



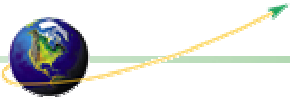
CDN Travel to MI - 2003



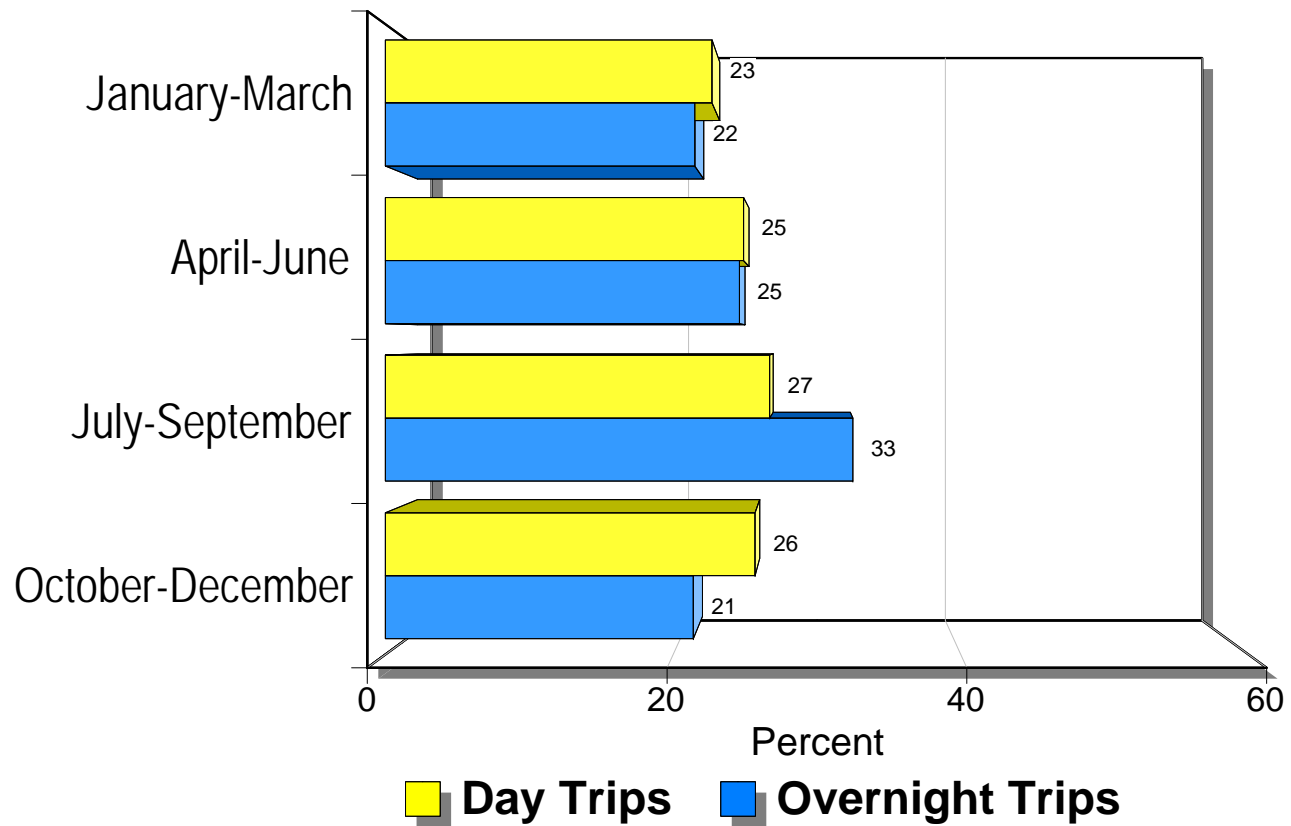


Profile of the Canadian Travel Market

Trip Seasonality

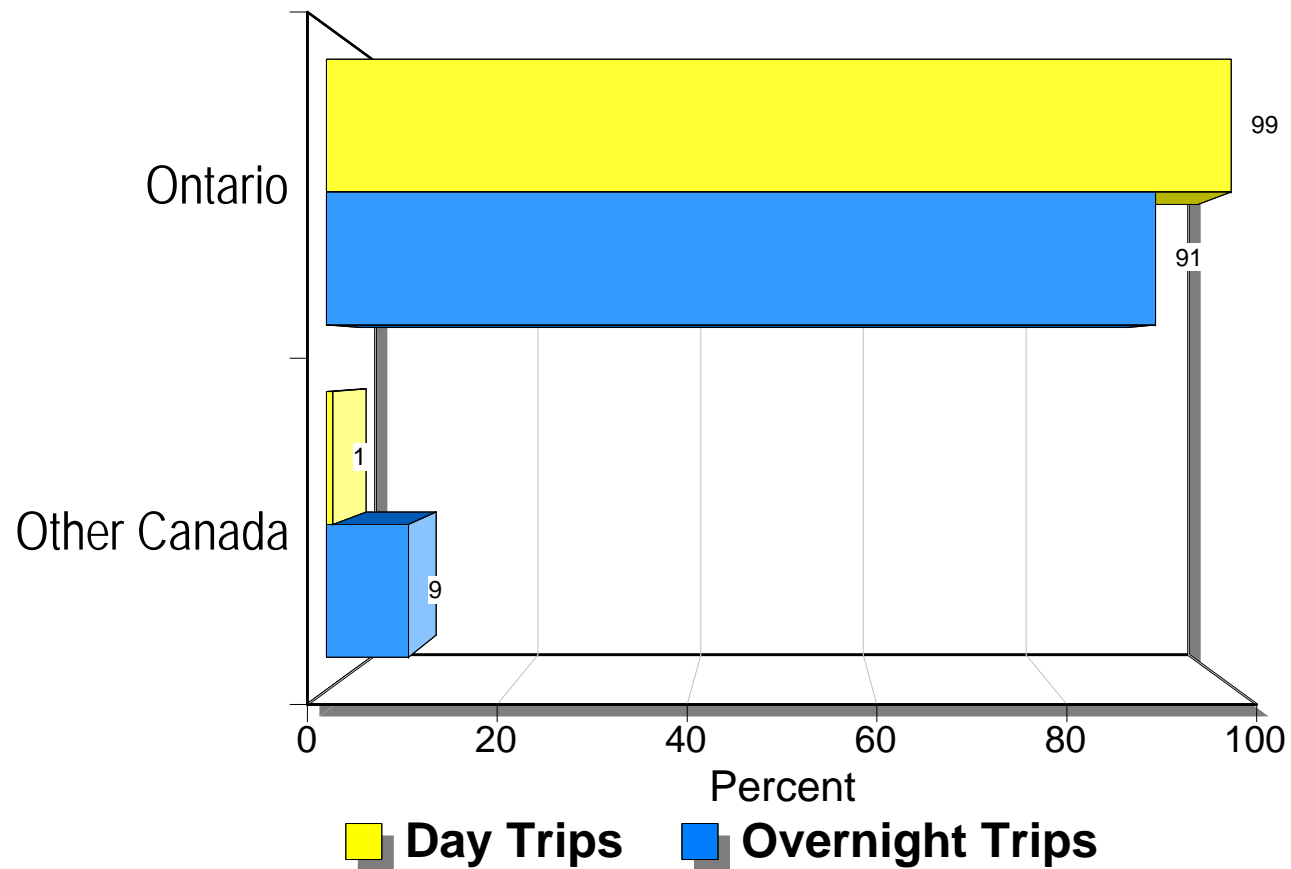


CDN Travel to MI - 2003



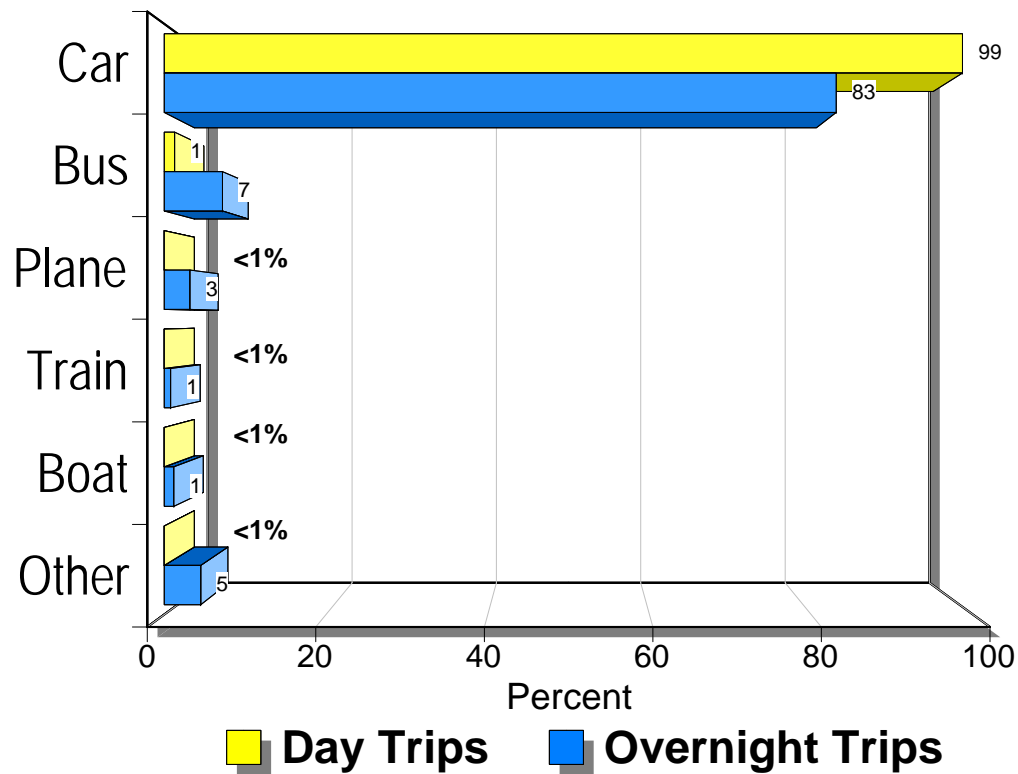
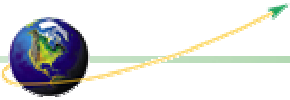
Sources of Trips

CDN Travel to MI - 2003



Transportation Used to Enter Michigan

CDN Travel to MI - 2003

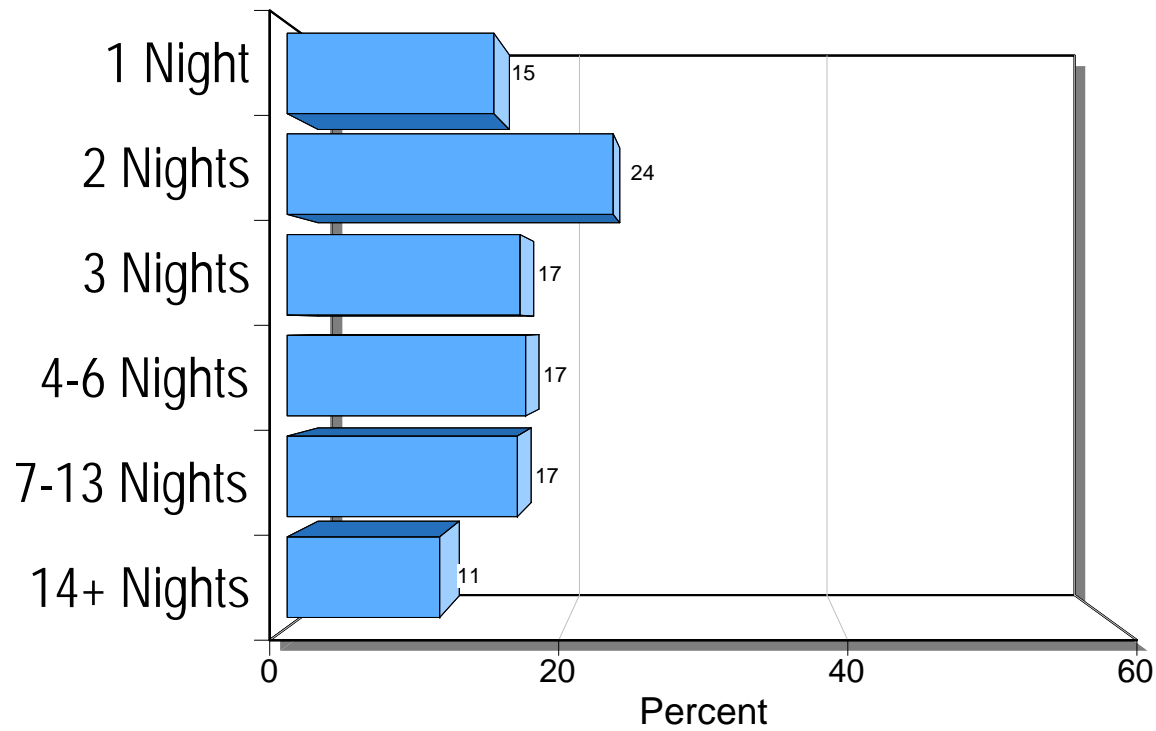


Length of Overnight Stays/Trips



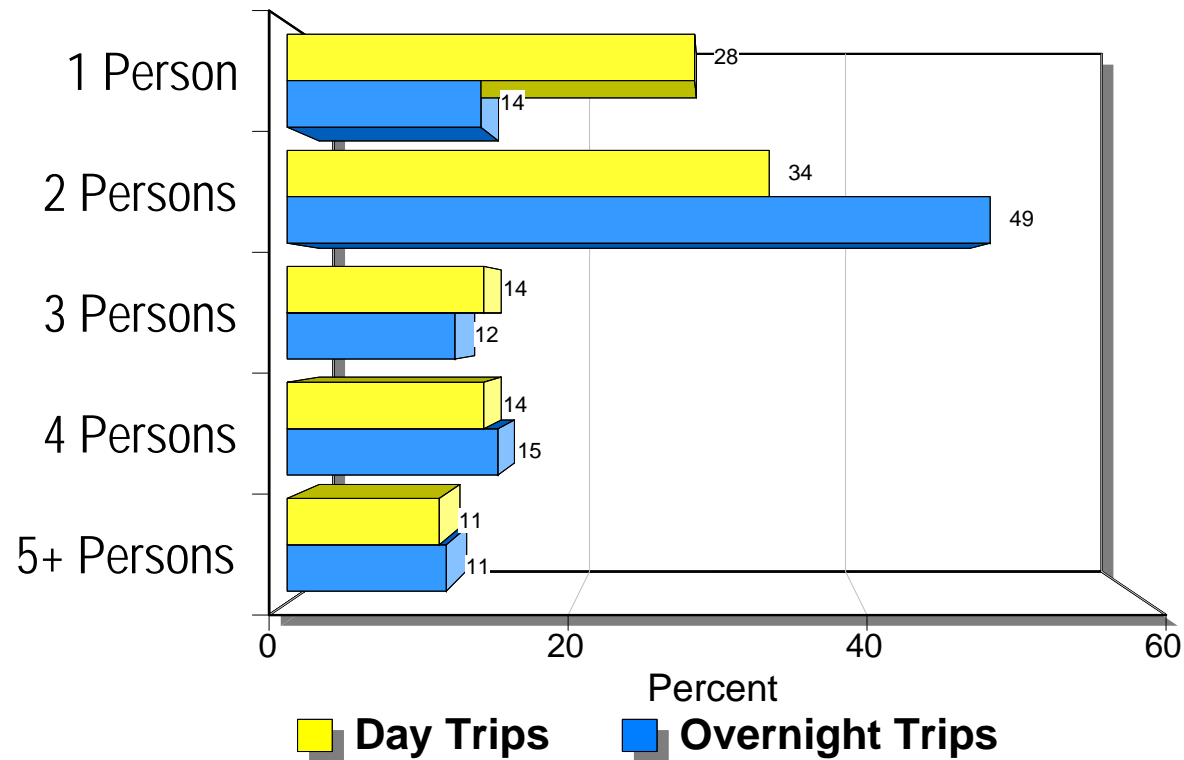
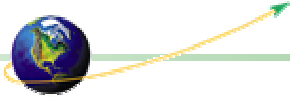
CDN Travel to MI - 2003

Base: Stayed Overnight



Average Length of Stay 2.6 Nights

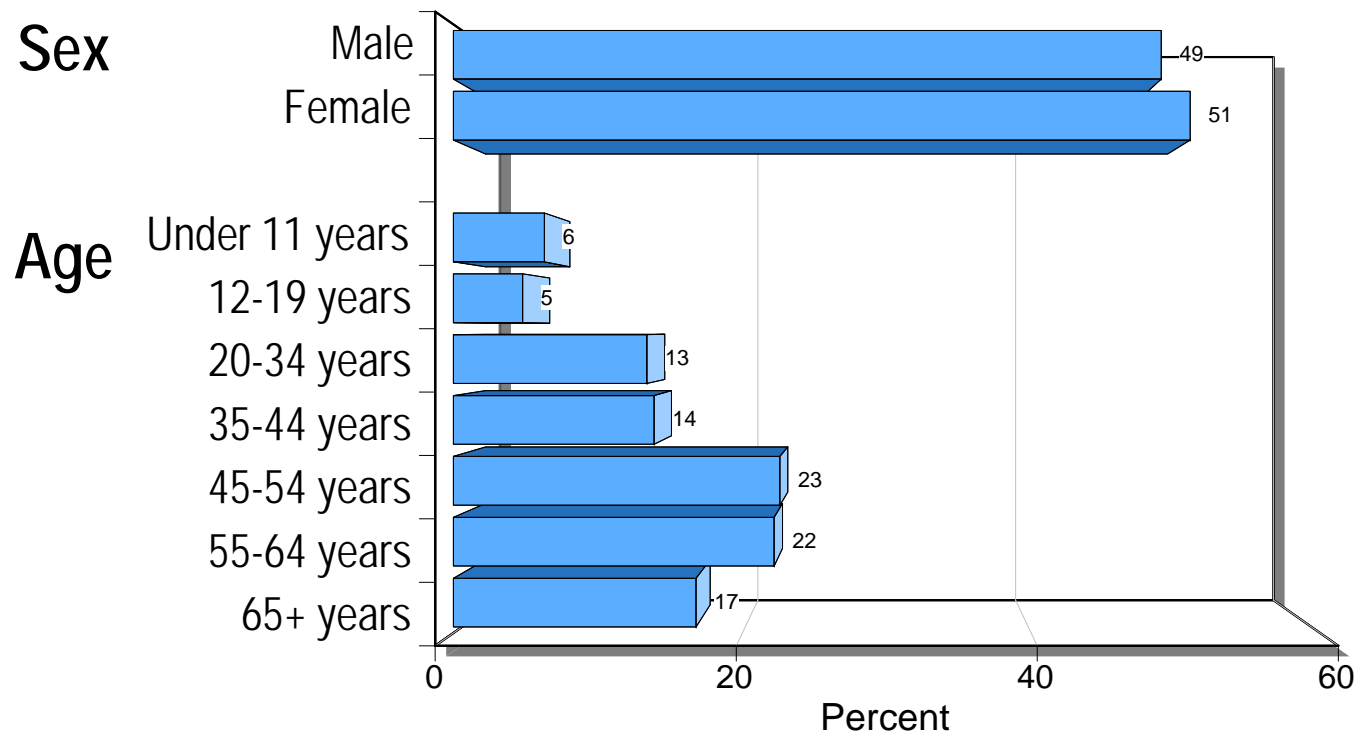
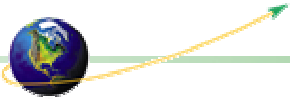
Travel Party Size



	<u>Day</u>	<u>Overnight</u>
Average Party Size	1.8	2.1

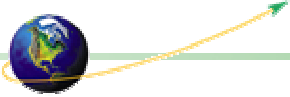
Demographics of Travelers on Overnight Trips

CDN Travel to MI - 2003



Note: Data for Day Trips is not available.

Types of Accommodation



Incidence of Use on Overnight Stays/Trips

