



Visitor Profile of Canadian Travelers to North Dakota

Market Size	1.7 million annual visits <ul style="list-style-type: none"> • Overnight visitors – 51% • Day visitors – 49%
Visitor Origin	Manitoba – 70.5% Saskatchewan – 20.9% Ontario – 3.8% Alberta – 2.9% Other provinces <1%
Average Age	44
Trip Specifics	Average party size – 2.22 Average visit length – 0.93
Average Daily Expenditures	\$101.35 per same-day visit \$350.08 per overnight visit
Main Purpose of Trip	Leisure – 63.1% Visit Friends & Relatives – 7.6% Business – 4.2% Other – 24.9%
Season of Visit	January-March – 17.4% April-June – 24.3% July-September – 37.6% October-December – 20.5%
Main Reason to Visit North Dakota	Holiday, Vacation – 57.3% Shopping – 11.2% VFR – 7.6% Attend Events, Attractions – 4.6%

Sources: Statistics Canada, 2012 International Traveler Survey