



Spending by US travellers is forecast to recover to 2019 levels in 2023, visitation levels are expected to recover by 2024.

Market Forecast Insights

Spending by travellers from the United States to Canada is projected to have surpassed 2019 levels by the end of 2023, while the number of overnight visitors from the US is expected to fully recover in 2024. January's economic data shows that the US economy grew 2.5% in 2023 and is now projected to grow 2.0% in 2024. Stronger than projected economic growth would help boost travel to Canada. However, there is significant uncertainty about the economic forecasts for 2024.

Despite increasing visitation to Canada from the US, competitive pressure from other markets will challenge Canada's share of the total US outbound market.

- Spending by US visitors is projected to recover by the end of 2023, reaching \$12.5 billion and will grow to \$12.8 billion in 2024.
- Overnight visits by US travellers is expected to recover in 2024, with 15.4 million overnight visitors arriving in Canada.
- In 2025, 16.2 million travellers from the US are expected to visit Canada and spend \$13.7 billion.

Market Forecast Highlights¹

Spending and visitation levels (% relative to 2019)

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	13	17	66	113	116	124	136	143	148	151	155
Visitation	100	13	14	61	85	103	108	113	117	119	121	124

● 0%-50%
 ● 51%-75%
 ● 76%-100%
 ● 101%-120%
 ● 121%+

Forecast Context and Assumptions¹

Travel Sentiment

- In 2023, total US outbound travel spending exceeded pre-pandemic spending by 18%.²
- Higher income household account for the majority of travel spending. These households will maintain their travel budgets should a mild recession occur.
- Americans have returned to some regions more quickly than others.
- In 2023, Canada had 2.2 million fewer US visitors than in 2019.
- Travel to Europe, South and Central America, and the Caribbean was higher in 2023 than in 2019.²

Economy³

- The US dollar strengthened relative to the Canadian dollar in 2022 and 2023, providing US travellers with greater purchasing power when in Canada. The Canadian dollar is expected to strengthen relative to the US in 2024 through 2026.
- Recent economic data shows that the US avoided entering a projected recession in the third quarter of 2023. The US may avoid a recession but there is considerable uncertainty in economic forecasts for 2024 and 2025.
- GDP in the USA grew 2.5% in 2023 and is projected to grow 2.0% in 2024.

The DC Tourism Outlook Fall 2023 has been adjusted from 2023 to 2025 to reflect the latest arrival numbers.

¹ DC Tourism Outlook Forecast, Fall 2023

² Oxford Economic, Global Travel Service

³ Oxford Economics



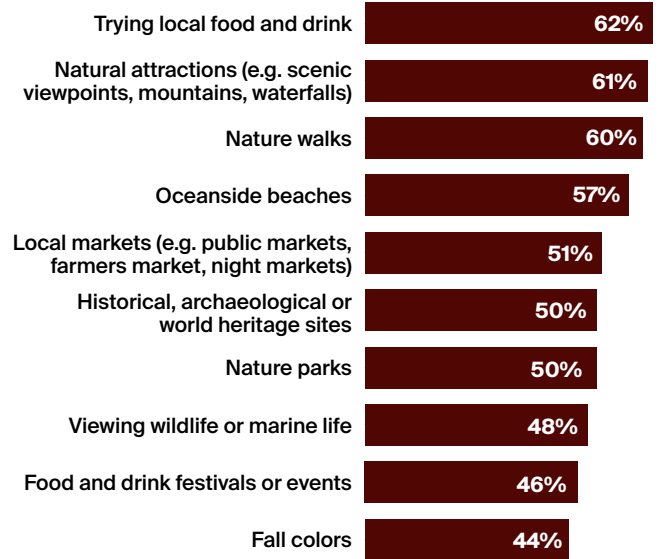
Total Long-Haul Travellers

Americans aged 18 and older who have a valid passport or intend to obtain one, have taken a trip out-of-state in the past three years, or plan to take a such a trip in the next two years.

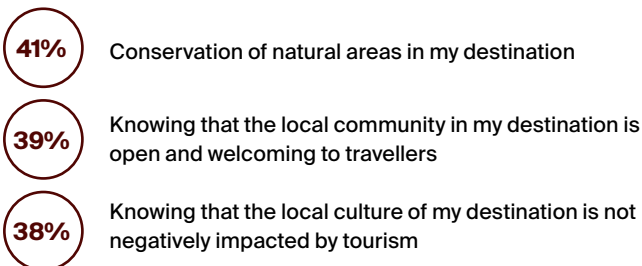
Potential Market Size⁴



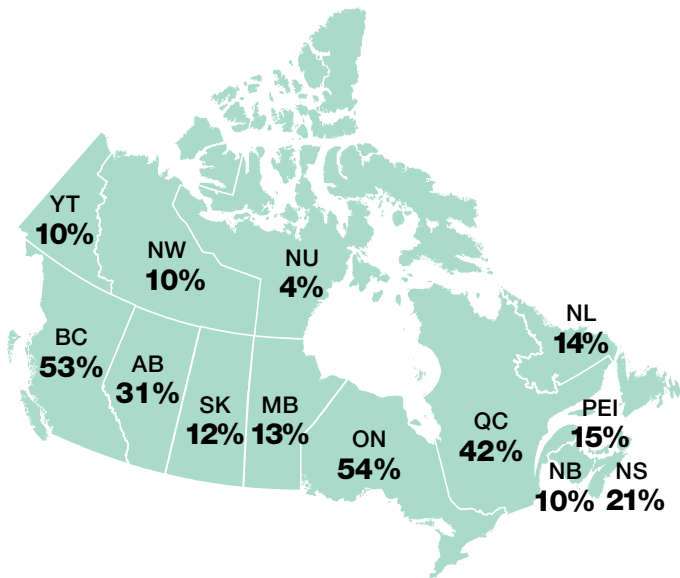
Top Activities of Interest While on Vacation⁴



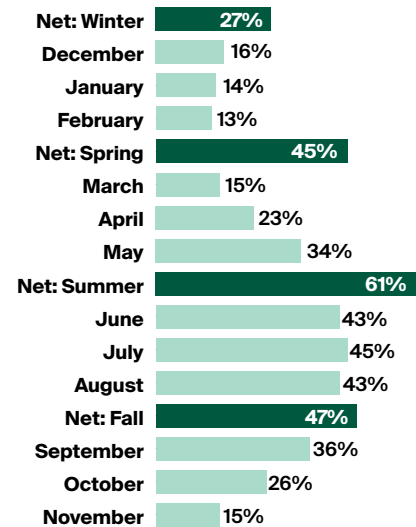
Top 3 Most Important Sustainability Efforts⁴



Likelihood to Visit Canadian Regions (Next 2 Years)⁴



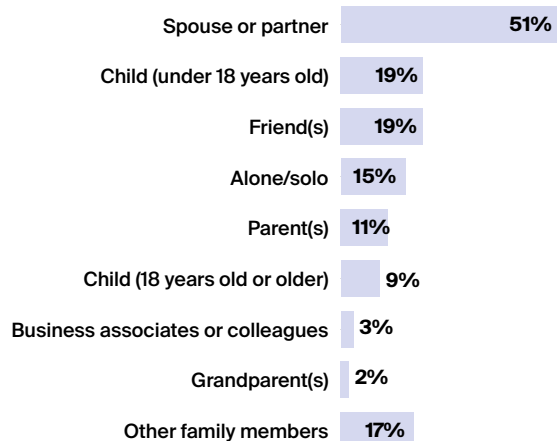
Canada Consideration By Seasons⁴



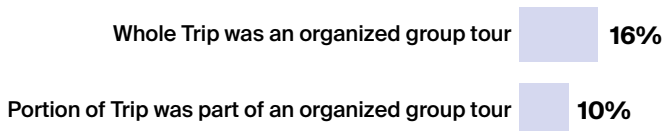
Travel Agent Usage for Most Recent Trip⁴



Travel Party of Recent Trip⁴



Organized Tour Usage for Recent Trip⁴



For further information, please contact:

Kyla Hochfilzer, Acting Senior Director, Global Marketing, North America
T +01-604-638-8364 | hochfilzer.kyla@destinationcanada.com

⁴ Global Traveller Research Program 2023.