

# Canada Data

Compiled by the Vermont Department of Tourism and Marketing  
as of 4/18/25

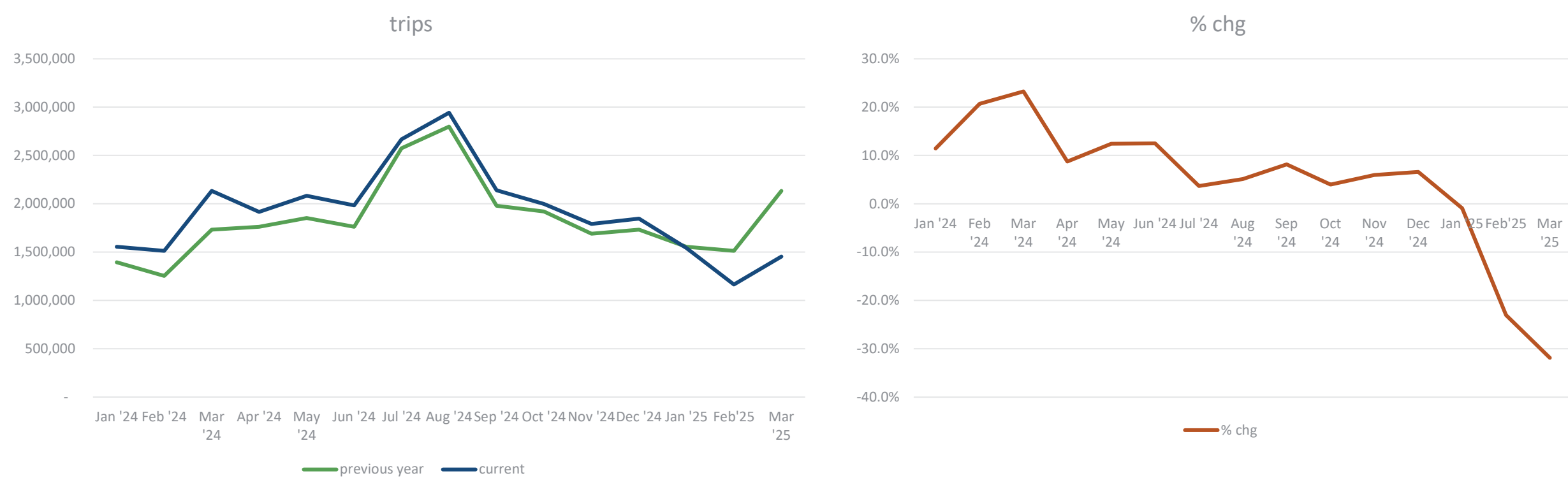
*The following slides show examples of the statistics and data that VDTM has gathered and continue to monitor regarding visitation from the Canadian market. Most data is backward looking with a delay. We are working on gaining access to forward looking data and will share we are able to do so.*

*These slides were first compiled for the Travel Recreation Council on 3/20/25 and updated on 4/11 and 4/18/25.*

# Canadian-resident return trips from the United States by automobile

January 2024 to March 2025 – present vs previous year – note this is from all border crossings, not just Vermont

“In March, the number of Canadian-resident return trips by automobile from the United States totaled 1.5 million, a steep decline (-31.9%) from the same month in 2024. March 2025 marked the third consecutive month of year-over-year decline, and the third decline observed since March 2021.” [Statistics Canada]

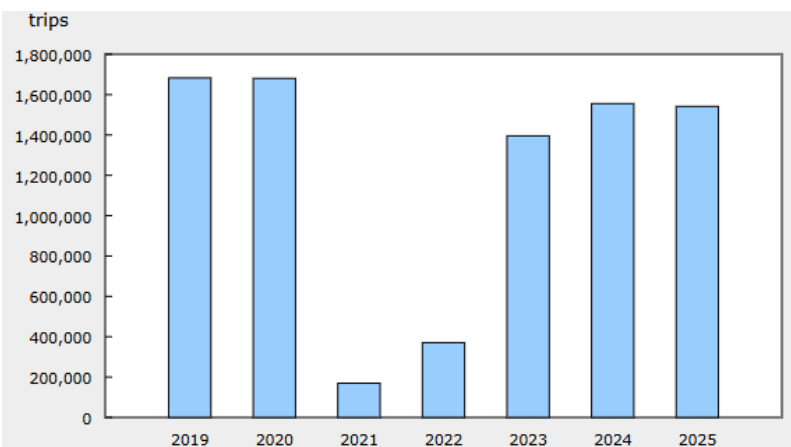


Source: Statistics Canada: <https://www150.statcan.gc.ca/n1/daily-quotidien/250410/dq250410c-eng.htm>

# Canadian-resident return trips from the United States by automobile

Current year trends by month

January 2025



	trips
2019	1,682,900
2020	1,680,579
2021	169,613
2022	370,737
2023	1,395,780
2024	1,555,649
2025	1,541,611

Leading indicator,  
Canadian-resident  
return trips by  
automobile

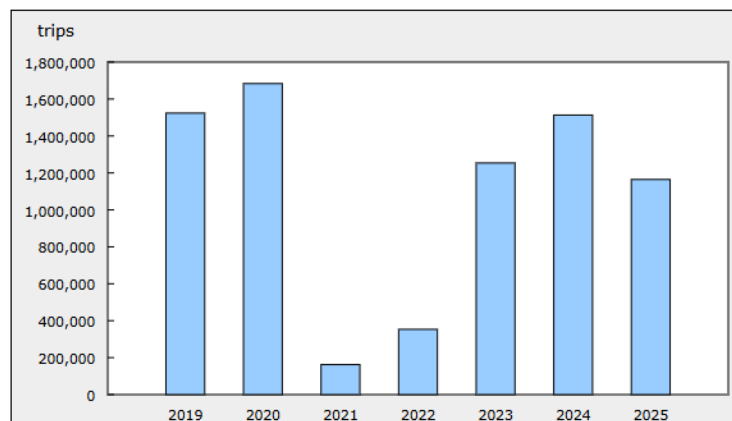
**1,541,611**

January 2025

**0.9%** ↓

(12-month change)

February 2025



	trips
2019	1,523,854
2020	1,683,716
2021	162,222
2022	353,349
2023	1,253,711
2024	1,513,156
2025	1,164,526

Leading indicator,  
Canadian-resident  
return trips by  
automobile

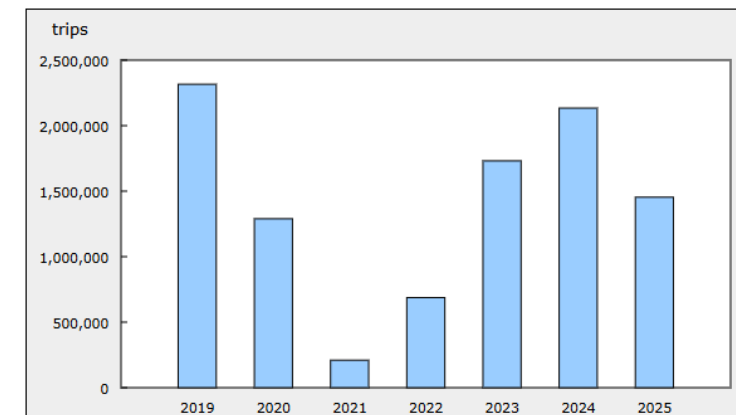
**1,164,526**

February 2025

**23.0%** ↓

(12-month change)

March 2025



	trips
2019	2,316,088
2020	1,289,451
2021	209,763
2022	687,405
2023	1,731,435
2024	2,134,069
2025	1,453,842

Leading indicator,  
Canadian-resident  
return trips by  
automobile

**1,453,842**

March 2025

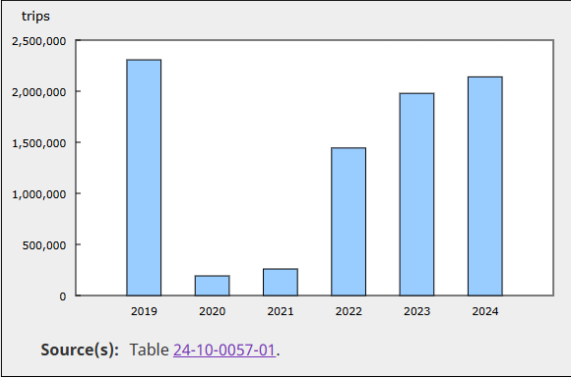
**31.9%** ↓

(12-month change)

# Canadian-resident return trips from the United States by automobile

Growth trends from 2024 show visitation had been increasing month over month from the previous year

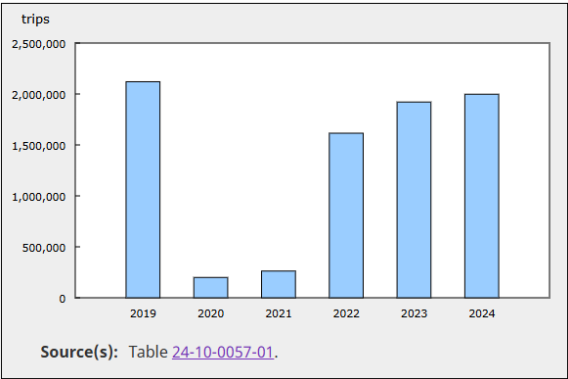
September 2024



	trips
2019	2,307,120
2020	191,914
2021	259,430
2022	1,444,122
2023	1,979,052
2024	2,140,425

PY +8.2% for month

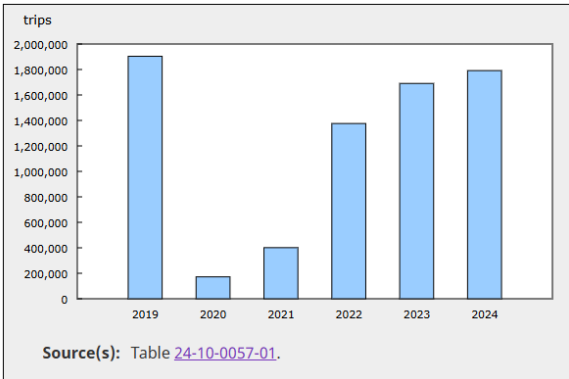
October 2024



	trips
2019	2,120,390
2020	199,330
2021	262,197
2022	1,615,157
2023	1,921,075
2024	1,997,762

PY +4.0% for month

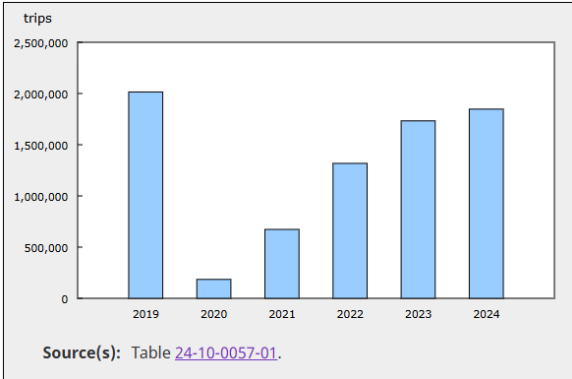
November 2024



	trips
2019	1,903,741
2020	171,907
2021	401,137
2022	1,375,864
2023	1,690,490
2024	1,791,317

PY +6.0% for month

December 2024



	trips
2019	2,014,899
2020	184,580
2021	672,776
2022	1,317,806
2023	1,732,854
2024	1,847,338

PY +6.6% for month

# Vermont Border Crossings

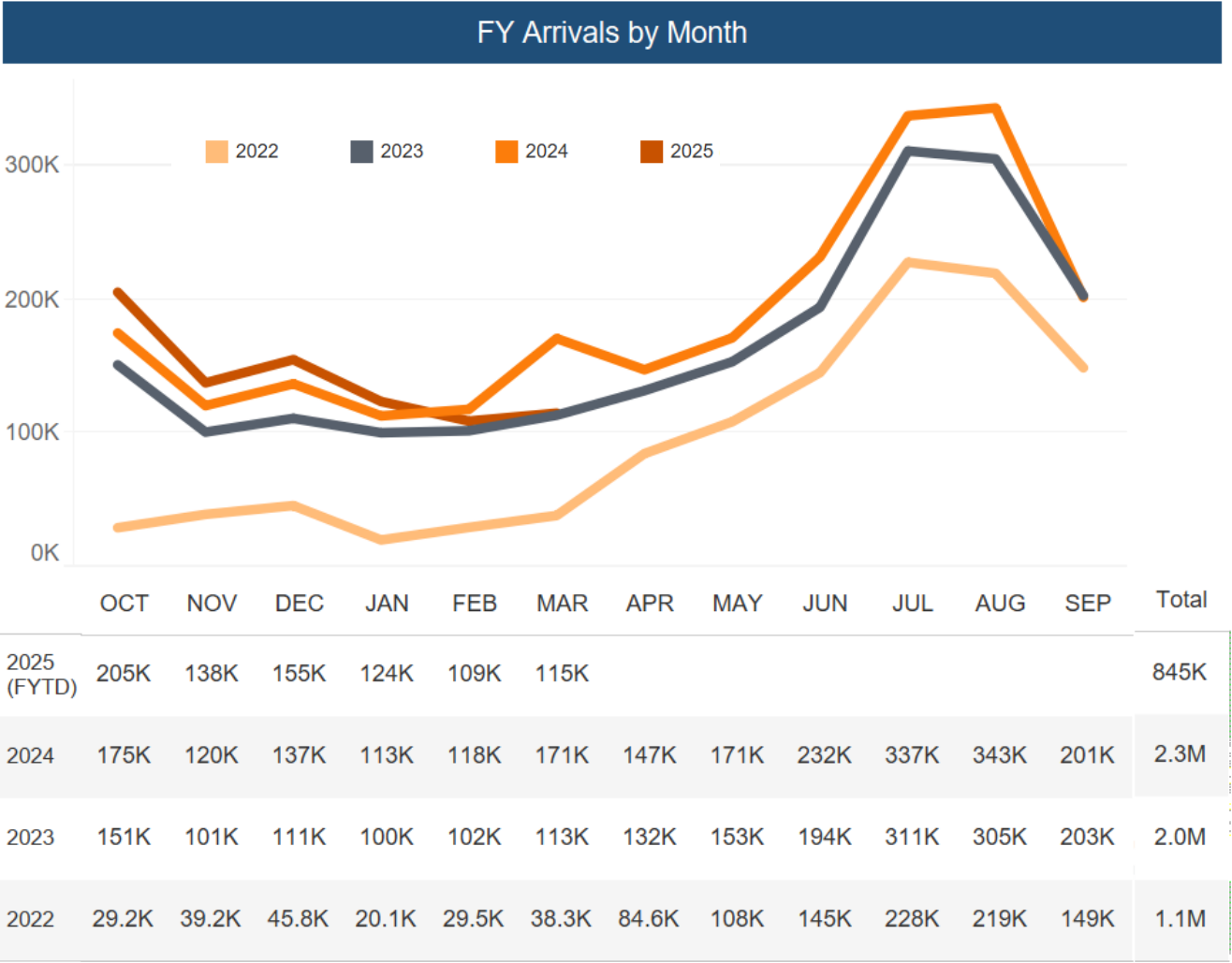
Data available through March

- U.S. Customs and Border Protection data
- Measures Travelers by Passenger Vehicle
  - All Ports of Entry for Vermont

January YOY  
up 9.5%

February YOY  
down 7.4%

March YOY  
down 32.7%

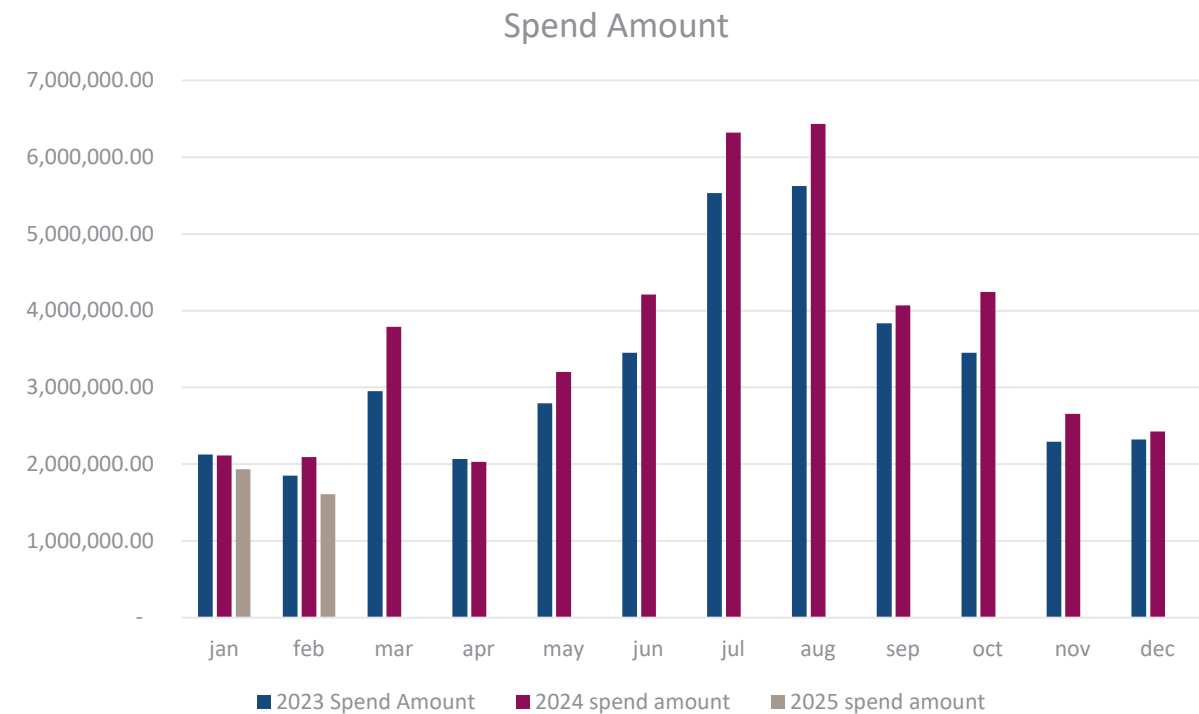
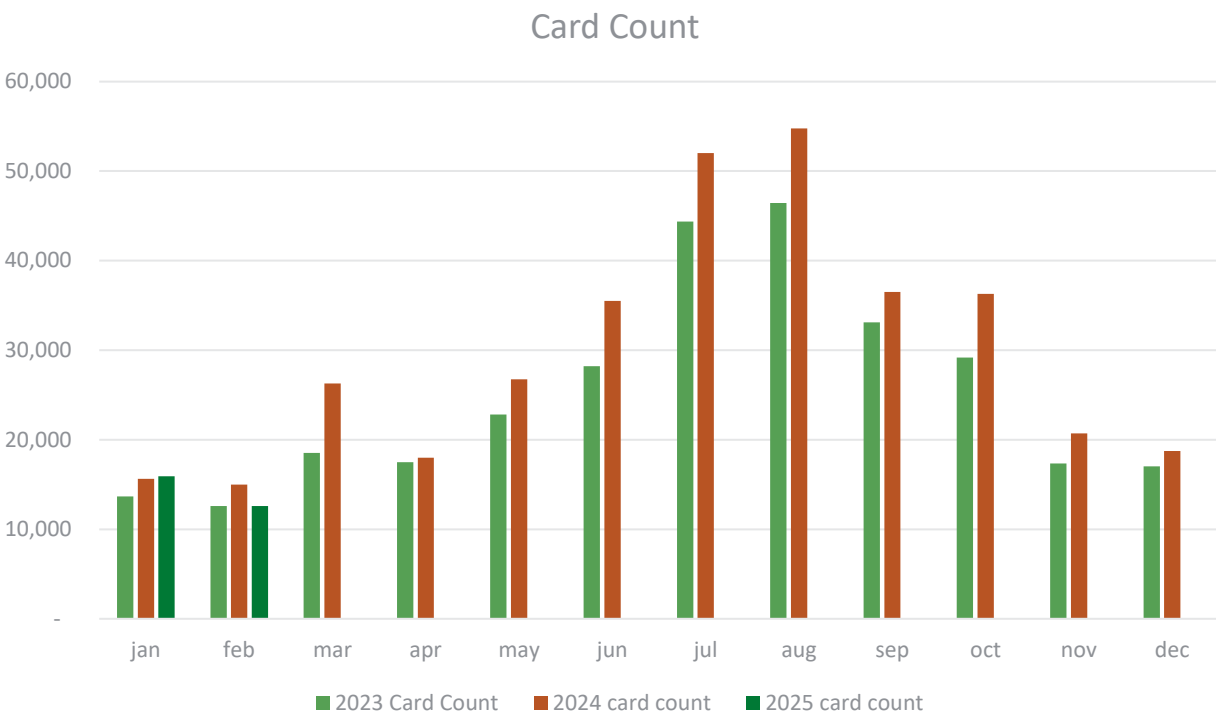


Source: U.S. Customs and Border Protection: <https://www.cbp.gov/newsroom/stats/travel> Accessed 4/18/25

# Credit Card Data

Credit card spending in Vemont by cardholders with a Canadian address (2023 – 2025 YTD)

- February 2025 card count from Canada down 16%
- February 2025 spend from Canada down 23%



Source: Credit Card Data Purchased by VDTM. Updated as of 4/11/24

# Credit Card Data

## Credit card spending by cardholders with a non-US International address (2025 YTD)

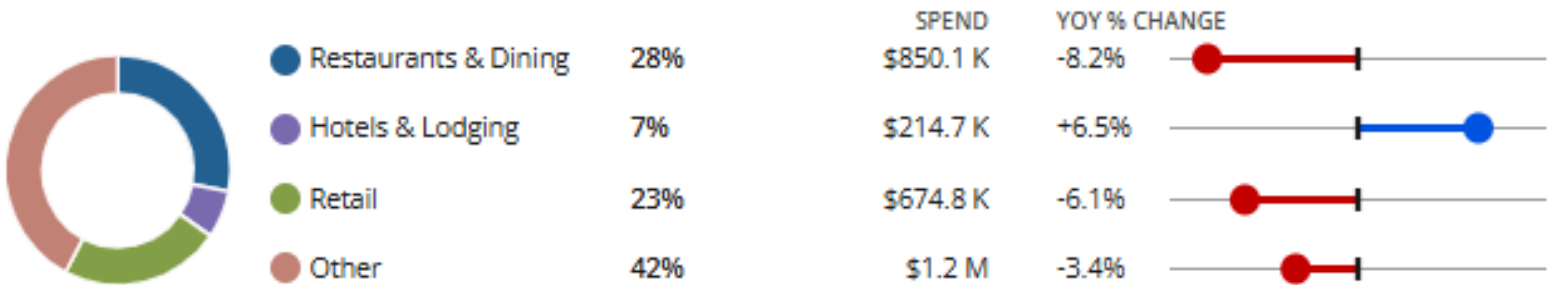
Canadian spend is almost 70% of all international spend

January 2025

### MARKET SEGMENTS

Current Period: JAN (01) 2025

Here is a breakout of primary market segments and year-over-year change.

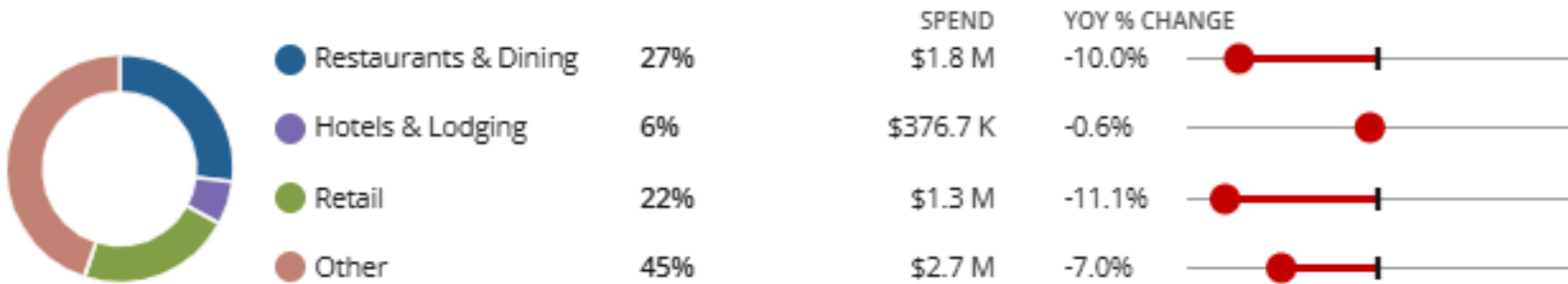


2025 YTD  
(through February)

### MARKET SEGMENTS

Current Period: JAN (01) – FEB (02) 2025

Here is a breakout of primary market segments and year-over-year change.

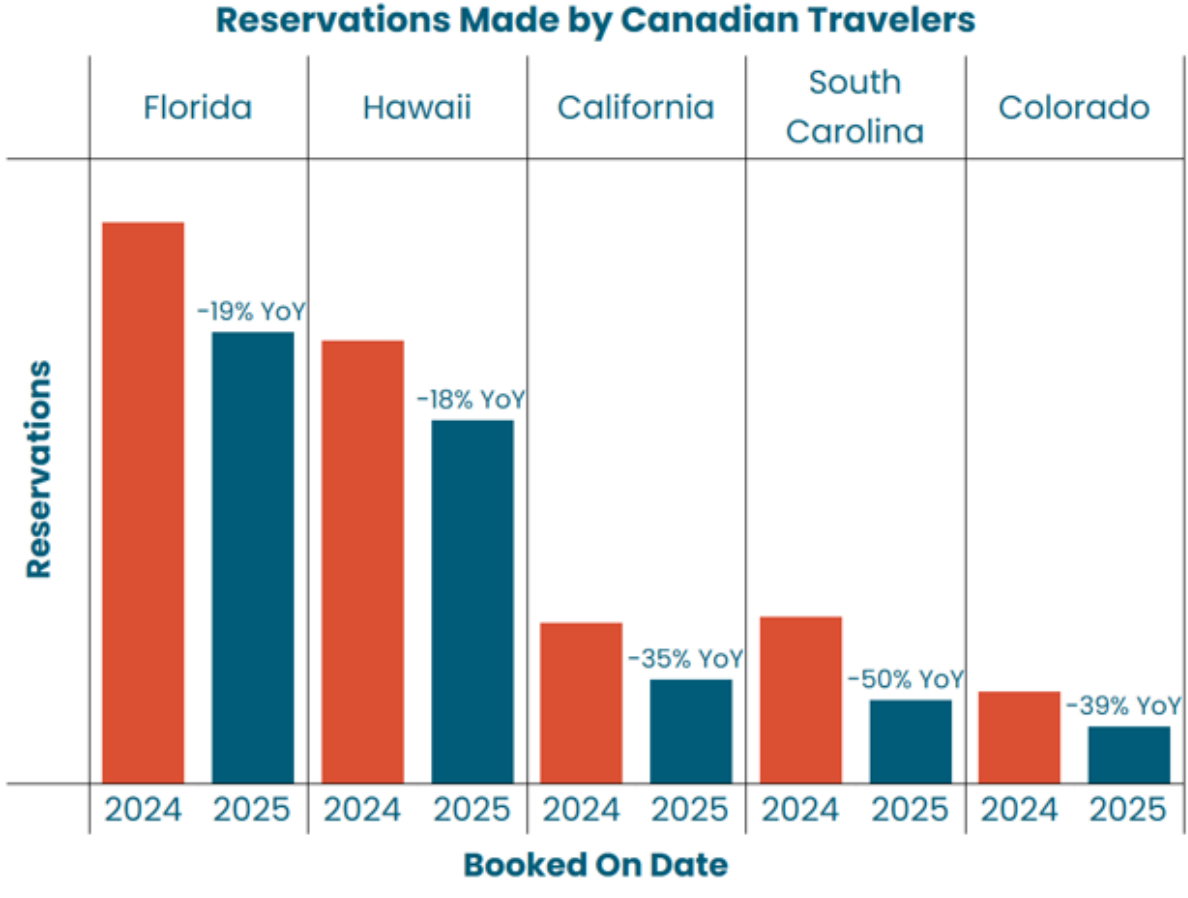


# Hotel Reservations

National trends (Booked on date January 1 – March 10, Year over Year)



Direct Vacation Rental Data: Booked On Date between January 1 – March 10



Direct Vacation Rental Data: Booked On Date between January 1 – March 10

Source: Key Data, custom data pull 3/10/25



# Travel Intentions Survey

“The February 2025 XBorder Canada Travel Intentions monthly survey (of approximately 1000 respondents) indicated a **37% decrease in Canadians who were planning to visit the U.S. in the next 12 months**, when compared to February 2024 Canada Travel Intentions survey.”\*

- 31% of the February respondents indicated they have cancelled or delayed all U.S. 2025 travel plans
- 22% said they plan to cut back on their 2025 U.S. travel.
- **BUT: 48% of Canadian travelers in the February survey that were planning on taking a U.S. trip in 2025 indicated they have not changed their U.S. travel plans**

# Travel Intentions Survey

Among those who are not planning, canceled, or delayed a U.S. trip.

Q: Which reasons had a major impact on your decision not to visit or to reduce travel to the U.S. in 2025?

## Why Canadians Canceled/Delayed 2025 U.S. Trip

