



ADIRONDACK REGIONAL TOURISM COUNCIL
PUBLIC BORDER DATA ANALYSIS
September 2019



Prepared by:

*Gary DeYoung, Deer Run Studio, LLC
Clayton, New York*

*Anne-Marie Forcier, Amplitude Tourism Consulting
Elgin, Ontario*

Overview

This report is part of a larger Canadian Market Analysis for the Adirondack Tourism Region of Northern New York. The report was commissioned by the Adirondack Regional Tourism Council.

This section examines public data available from USA and Canadian sources with custom tabulations that focus on Northern New York borders with Quebec and Ontario Canada.

The data reflects on the volume of visitation through border stations that potentially feed Adirondack destinations, as well as the travel patterns of visitors that use those borders as monitored by the International Travel Survey conducted by Statistics Canada.

By drilling into the public data available, this report focuses more closely on New York State and Northern New York borders than other reports developed with the same data. This is possible given about 10% of Canadian visits returning by automobile from the USA use the Northern New York borders.

To be clear, many of the visitors tallied in the Frontier counts are simply moving through Northern New York on their way elsewhere. The capture

rate of that traffic for visits to the Adirondacks is currently unknown. It is reasonable to assume a high percentage of day visitors remain in the region.

The International Travel Survey was able to be targeted more closely (see discussion later) by filtering for Ontario or Quebec visitors traveling by automobile and only visiting New York State.

The information in this report is intended to provide context for analysis of a survey of Adirondack Region Canadian tourism leads which is reviewed in section one of the report. This section reflects on the number of Canadians traveling to the USA through nearby ports and provides Canadian sources data on their activities and spending.

Section three of the report (in the form of a PowerPoint presentation) provides additional insight into the data found in sections one and two by reviewing current trends in Canadian travel as they may apply to the Adirondack Region.

Report Content:

1. 2016 Statistics Canada International Travel Survey analysis

- Custom tabulations of Canada International Travel Survey (2016) data analysis for Quebec and Ontario
 - Visits to New York State
 - Accommodations Used
 - Party Size
 - Main Reason for Visit
 - Activities
 - Context information: Overall Canadian participation in outdoor recreation
 - Spending
 - Context information: Incomes in key markets
- Context information: Top level summary of 2018 Statistics Canada International Travel Survey
 - Total Canadian trips to by purpose 2018
 - Total Canadian Leisure trips domestic, overseas, USA 2018
- US Commercial Services 2015 data from International Travel Survey for New York State

2. Canadians vehicles returning data by port from Statistics Canada Frontier Counts 2014-2018

- Summary of counts of Canadian individuals returning
- Northern New York to Quebec Canadian vehicles returning counts
- Northern New York to Quebec Canadian vehicles counts yearly change

- Northern New York to Quebec Canadian vehicle returns by quarter
- Individual port vehicle counts:
 - Cannon Corners (Covey Hill)
 - Champlain (LaColle; Rt. 15)
 - Chateaugay (Herdman)
 - Constable (Trout River)
 - Fort Covington (Dundee)
 - Mooers (Hemmingford)
 - Overton Corners (Lacolle, Rt. 221)
 - Rouses Point (Lacolle, Rt. 223)
- Northern New York to Ontario Canadian Vehicles returning summary
- Northern New York to Ontario Canadian vehicles counts yearly change
- Northern New York to Ontario Canadian vehicle returns by quarter
- Individual port vehicle counts:
 - Alexandria Bay (Lansdowne)
 - Massena (Cornwall)
 - Ogdensburg (Prescott)
- 20-year trend in American vs. Canadian Border Crossings
- Bus passengers crossing the border
-

3. Trends in USD to CAD exchange rates

4. Vehicles and passenger entry data from USA sources

2016 International Travel Survey by Statistics Canada

This section presents information gleaned from the public use microdata for the 2016 International Travel Survey conducted by Statistics Canada (official government office). The 2016 survey gathered over 35,000 records of survey replies by Canadians returning from abroad. The microdata file was provided by Statistics Canada and a series of tabulations related to the Adirondack focus market were made. Since a large percentage of those returning visited New York State, it was possible to evaluate a subset of the surveys that focuses more narrowly on New York State.

Two groups were filtered from the overall survey replies.

Group One: Quebec customer focus (603 responses with over 200 staying overnight)

- Residents of Quebec Province
- Returned by automobile (land border return)
- Did not visit a state other than New York

The majority of the group likely returned directly from the Adirondacks to Quebec. While it is likely that many visited other parts of the State (including New York City), this group reflects the behavior of Quebecers visiting New York State. The survey is distributed throughout the year. Here are the survey response percentages by quarter:

Quarter	Ontario	Quebec
Jan-Mar	20%	14%
Apr-June	23%	25%
July-Sept	31%	40%
Oct-Dec	26%	21%

Group Two: Ontario customer focus (4,015 responses with 890 staying overnight)

- Residents of Ontario Province
- Returned by automobile (land border return)
- Did not visit a state other than New York

This group is much broader than the Quebec group and likely includes a minority of those visiting the Adirondacks. It is important to keep in mind this also includes visitors using the Niagara borders as well as the St. Lawrence River bridges. However, it does provide a detailed view of behavior by Ontarians who visit the State of New York. At that level it is a useful comparison. Many records did include the community of residence, but only 140 overnight visitors could be directly traced to eastern Ontario (Ottawa, Kingston, Cornwall regions). So, no sub-breakout of that demographic was made. But a few insights can be gained from the 600+ identified as day visitors from eastern Ontario.

There are built-in biases in the survey. It is distributed at the border and its distribution may not be scientifically random. It is a voluntary survey and those choosing to complete the survey likely have a slightly different profile from those that choose not to complete the survey.

Description of International Travel Survey from Statistics Canada:

The International Travel Survey targets all Canadian residents who return to Canada and all American and overseas residents entering Canada, except diplomats and their dependents, refugees, landed immigrants, military, crew and former Canadian residents. With the Air Exit Survey, it also targets American and overseas travellers returning directly to the USA or to selected overseas countries. The targeted countries are those from which we attract the most travellers.

The population observed by the e-questionnaire survey differs slightly from the target population. The questionnaires are directed at international travellers who use popular modes of transportation to enter Canada and who enter through ports with a significant amount of traveller traffic. Accordingly, invitation cards for the e-questionnaire are distributed at 137 designated ports of entry. These ports of entry constitute approximately 53% of all Canadian ports but account for the vast majority of international travellers who enter Canada or Canadian residents who return to Canada.

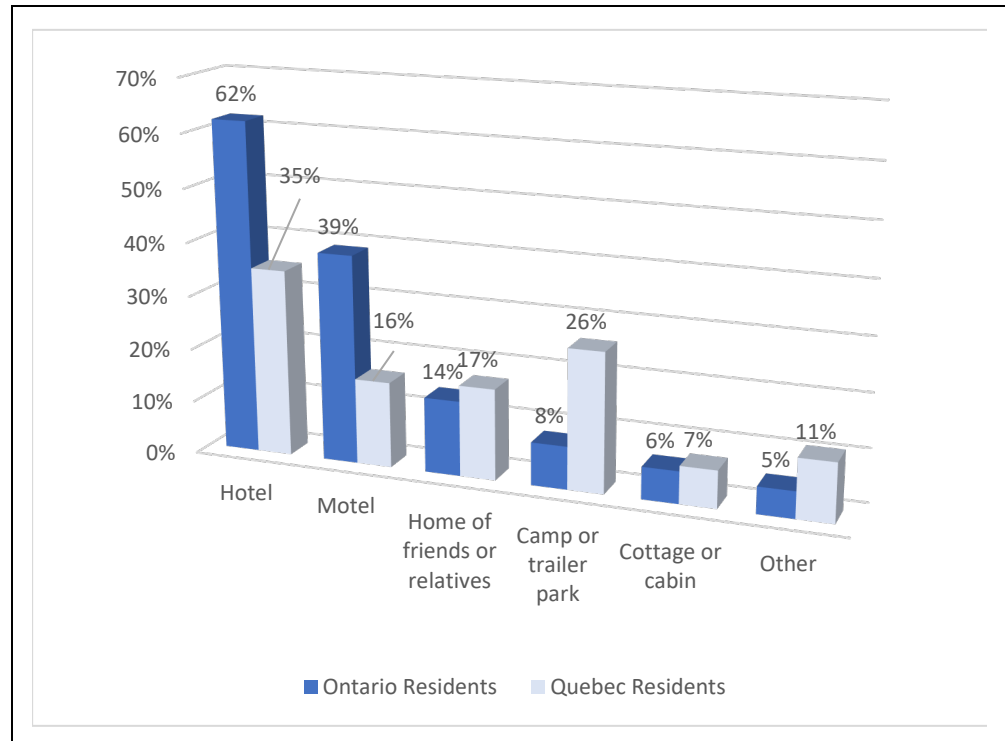
Invitation Cards are actively distributed to travellers who enter Canada by one of the following modes of transportation: automobile, commercial plane, commercial bus or commercial boat (Vancouver Seaport only). In 2016, nearly 97% of all international travellers enter Canada using these modes of transportation. For each port involved, a sample proportional to the number of travellers who crossed the border the previous year is created, using data from the Frontier Counts.

This public use microdata file contains data for a wide variety of variables collected from the 2016 ITS, including the characteristics of Canadian resident travellers and non-resident travellers, travel expenditures, length of stay, type of transportation, purpose of trip, accommodation used, places visited, and expenditures by category.

THE MAJORITY OF CANADIAN OVERNIGHTERS USED HOTELS/MOTELS. BUT QUEBECERS WERE MUCH MORE LIKELY TO CAMP THAN ONTARIANS.

Where did your traveling party stay? (check all that apply)

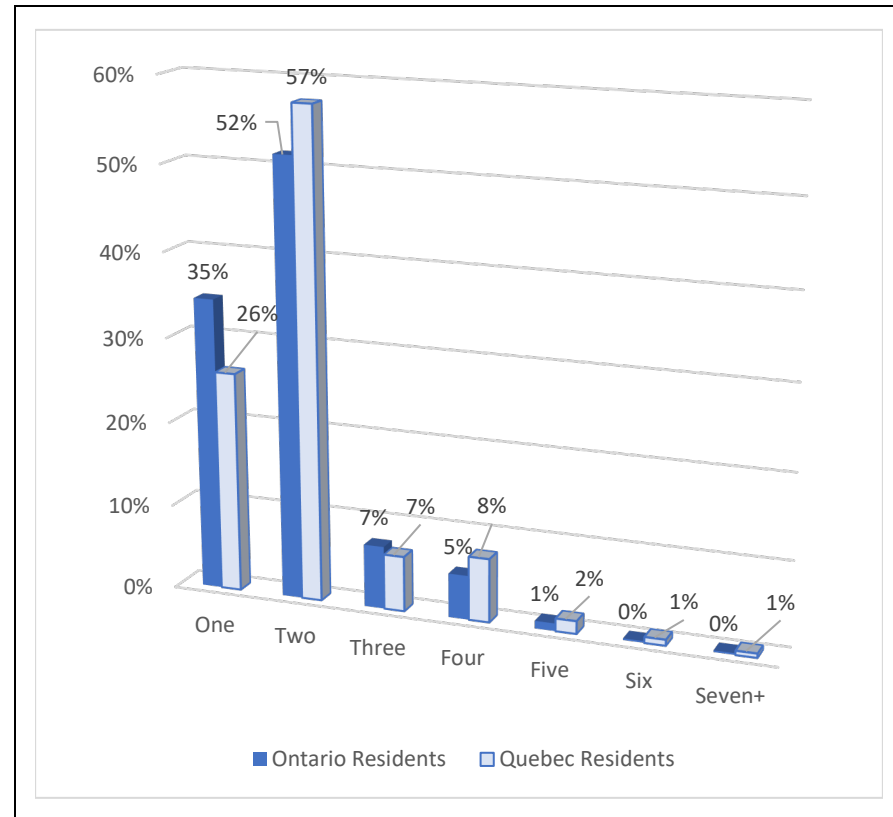
Stay included:	Ontario Residents	Quebec Focus
Hotel	62%	35%
Motel	39%	16%
Home of friends or relatives	14%	17%
Camp or trailer park	8%	26%
Cottage or cabin	6%	7%
Cruise ship	1%	1%
Other	5%	11%
<i>Total Responses</i>	<i>890</i>	<i>206</i>



OVER 80% OF THOSE SURVEYED TRAVELED IN PARTIES OF ONE OR TWO.

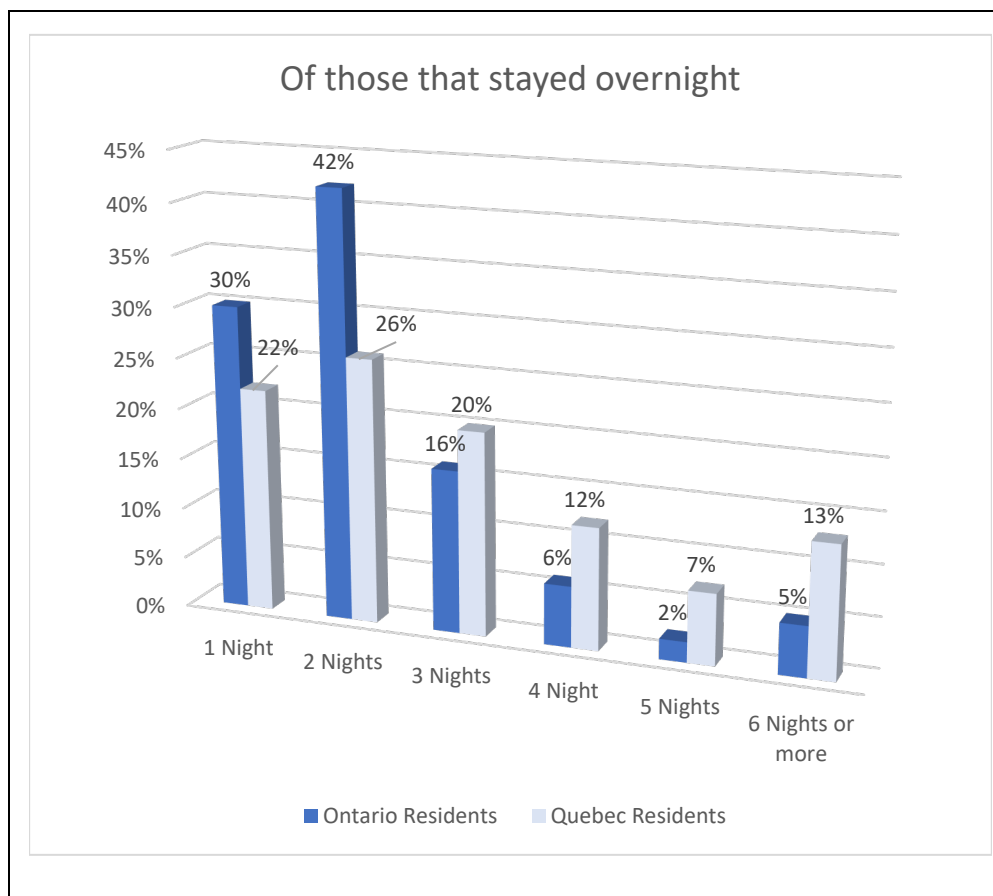
Including yourself, **how many people** (who traveled together) can you report spending for this group?

Party Size:	Ontario Residents	Quebec Residents
One	34.5%	26.0%
Two	51.6%	57.4%
Three	7.4%	6.5%
Four	5.2%	7.5%
Five	0.9%	1.5%
Six	0.2%	0.7%
Seven+	0.2%	0.5%
<i>Total responses</i>	<i>4015</i>	<i>603</i>



ONTARIANS WERE MORE LIKELY TO MAKE DAY TRIPS. ONTARIANS STAYED FEWER OVERNIGHTS THAN QUEBECERS.

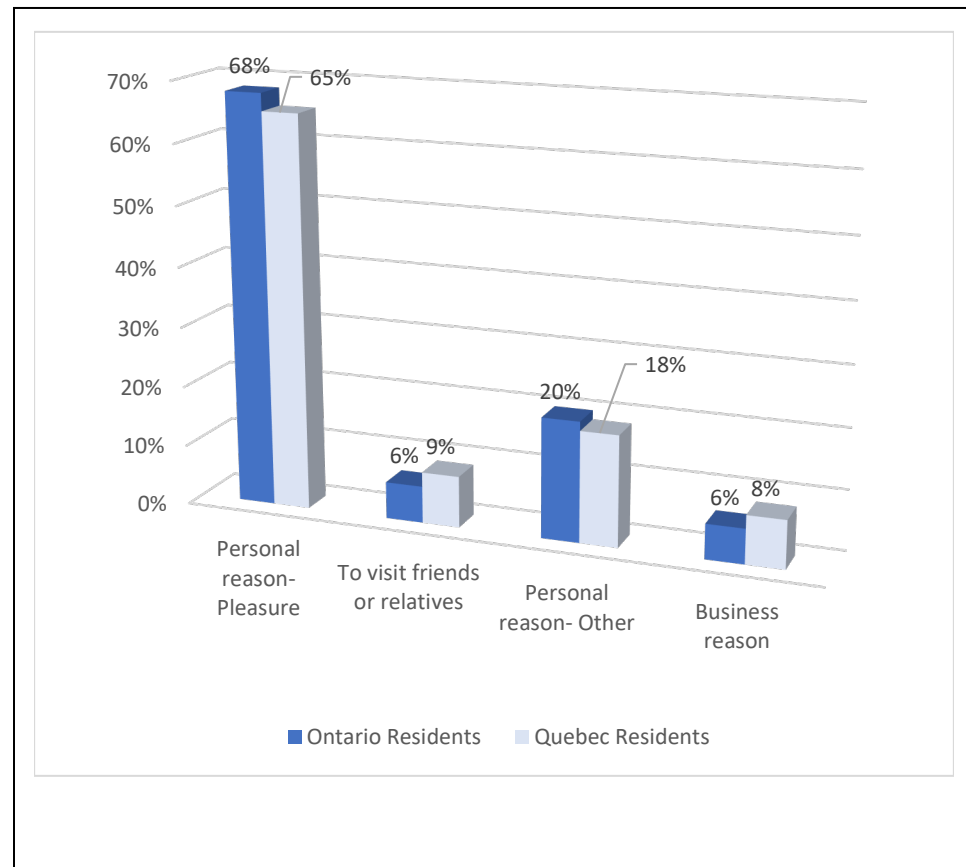
Number of Nights stayed:	Ontario Residents	Quebec Residents
No Nights	76%	63%
Overnights	24%	37%
<i>Of those staying overnight:</i>		
1 Night	30%	22%
2 Nights	42%	26%
3 Nights	16%	20%
4 Night	6%	12%
5 Nights	2%	7%
6 Nights or more	5%	13%
Total responses	3997	603



TWO THIRDS OF THOSE SURVEYED TRAVELED TO THE USA FOR PLEASURE.

What was your travelling party's main reason for taking this trip? Check only one

Main Reason:	Ontario Residents	Quebec Residents
Personal reason- Pleasure	68%	65%
To visit friends or relatives	6%	9%
Personal reason- Other	20%	18%
Business reason	6%	8%
<i>Total responses</i>	<i>4015</i>	<i>603</i>



SHOPPING IS THE #1 ACTIVITY.

Car traveler respondents who stayed overnight, Ontario residents, who only visited NYS.

Activity:	
Shop	45%
Go to a restaurant, bar or club	34%
Visit Family/Friends	24%
Sightsee	18%
Visit a museum or art gallery	12%
Visit a historic site	12%
Go to a casino	12%
Visit a zoo or aquarium	10%
Attend a sports event as a spectator	9%
Attend a performance such as a play or concert	6%
Attend a festival or fair	5%
Visit a national or provincial nature park	4%
Other	4%
Go to the movies	2%
Camping	2%
Golfing	2%
Downhill skiing or snowboarding	2%

Activity:	
Visit a theme or amusement park	2%
Attend a business meeting, conference or seminar	2%
Play individual or team sports	2%
Hiking or backpacking	2%
Go to a beach	2%
Go wildlife viewing or bird watching	1%
Boating	1%
Cross-country skiing or snowshoeing	1%
Fishing	0%
Cycling	0%
Go for a medical or other health treatment	0%
Canoeing or kayaking	0%
Attend an aboriginal event	0%
Use all-terrain vehicle	0%
Hunting	0%
Snowmobiling	0%
<i>Total responses</i>	<i>951</i>

Car traveler respondents who stayed overnight, Quebec residents, who only visited NYS.

Activity:	
Shop	59%
Go to a restaurant, bar or club	49%
Visit Family/Friends	32%
Sightsee	25%
Camping	19%
Go to a beach	17%
Visit a museum or art gallery	13%
Hiking or backpacking	12%
Visit a historic site	11%
Visit a national or provincial nature park	9%
Play individual or team sports	9%
Boating	8%
Cycling	6%
Other	6%
Attend a performance such as a play or concert	5%
Attend a sports event as a spectator	5%
Golfing	5%

Activity:	
Visit a zoo or aquarium	4%
Go wildlife viewing or bird watching	4%
Go to the movies	4%
Attend a festival or fair	3%
Canoeing or kayaking	3%
Visit a theme or amusement park	3%
Attend a business meeting, conference or seminar	2%
Go to a casino	1%
Fishing	1%
Attend an aboriginal event	0%
Hunting	0%
Cross-country skiing or snowshoeing	0%
Go for a medical or other health treatment	0%
Use all-terrain vehicle	0%
Snowmobiling	0%
Downhill skiing or snowboarding	0%
<i>Total responses</i>	220

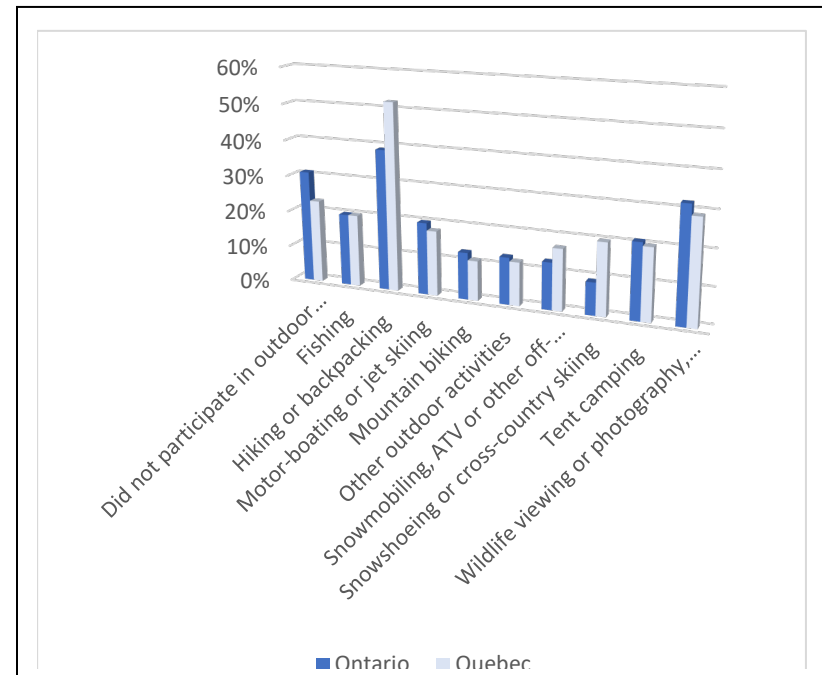
QUEBECERS ARE MORE LIKELY TO PARTICIPATE IN OUTDOOR RECREATION ACTIVITIES THAN ONTARIANS.

Context: Overall participation in outdoor sports

The preceding activities chart is consistent with other surveys done by Statistics Canada in that Quebec residents tend to be more active outdoors than those in Ontario. In the travel activities 2% of Ontarians hiked or backpacked, while 12% of Quebecers did so. The split was 2% to 8% for boating; 2% to 19% for camping and so on. Some of the difference likely has to do with Quebec's proximity to the Adirondacks as compared to Ontario's proximity to more urban New York State destinations.

	Ontario	Quebec
Did not participate in outdoor activities	31%	23%
Fishing	20%	20%
Hiking or backpacking	39%	52%
Motor-boating or jet skiing	20%	18%
Mountain biking	13%	11%
Other outdoor activities	13%	12%
Snowmobiling, ATV or other off-road vehicle use	13%	17%
Snowshoeing or cross-country skiing	9%	20%
Tent camping	21%	20%
Wildlife viewing or photography, outside the home	32%	29%

Statistics Canada. Table 45-10-0030-01 Participation in outdoor activities in the past 12 months by age group, sex, current employment status, and perceived health, Canada, provinces and regions



MOST RETURNING BY CAR AFTER VISITING NEW YORK STATE HAVE ONLY VISITED NEW YORK STATE.

Among those staying 2+ nights in the USA, three quarters only stayed in New York. Those are the records analyzed in the preceding charts. But, a quarter of multi-visitors that named New York as their first night went to other states too. The most common additional states were bordering states (13%) and Florida (4%).

Some multi-day visitors likely noted another state as their first USA state after having arrived at a New York border and driven through the state. For instance, 217 records of visitors returning by automobile noted Pennsylvania as their first state visited. Since Pennsylvania doesn't border on Canada, it is likely most of those visitors arrived at a New York border and continued driving. Compared to the over 5000 records of day visitors and overnight visitors that indicated New York State as their first state visited the drive throughs to Pennsylvania are less than 5%.

When looking at the border records in the next section, there are four categories to consider. 1. Day visitors and single overnights that by huge majority only visited New York State 2. Multi-day visitors to the USA that stayed only in New York, which are about three quarters of those that stay more than one night in the USA. 3. Multi-day visitors who stay in New York first, but continue elsewhere (about 25%) of those that stayed first in New York. 4. Multi-day visitors that arrive by a New York border and only pass through New York on route elsewhere.

Second state visited by those noting NYS as first state

New York (only)	73%
Pennsylvania	8%
Florida	4%
Vermont	3%
Massachusetts	3%
New York (again)	1%
New Jersey	1%
New Hampshire	1%
Other States	6%

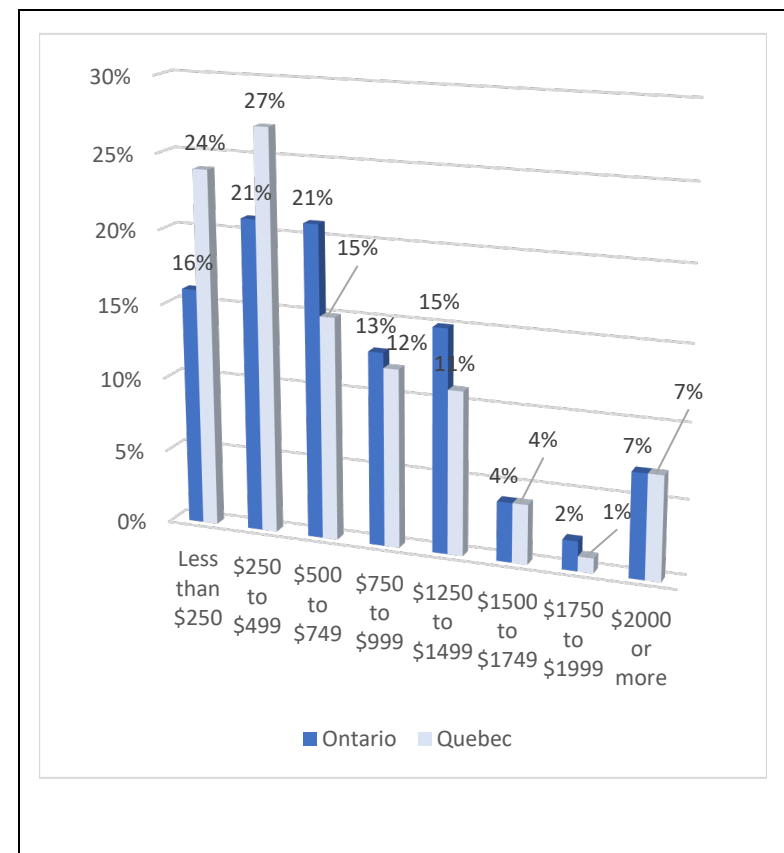
ONTARIANS SPEND MORE PER TRIP.

Overnight Visitors

Spending Range	Ontario	Quebec
Less than \$250	16%	24%
\$250 to \$499	21%	27%
\$500 to \$749	21%	15%
\$750 to \$999	13%	12%
\$1250 to \$1499	15%	11%
\$1500 to \$1749	4%	4%
\$1750 to \$1999	2%	1%
\$2000 or more	7%	7%

<i>Total responses</i>	<i>971</i>	<i>226</i>
------------------------	------------	------------

Spending average	\$828.72	\$754.15
Spending per overnight	\$297.59	\$194.34



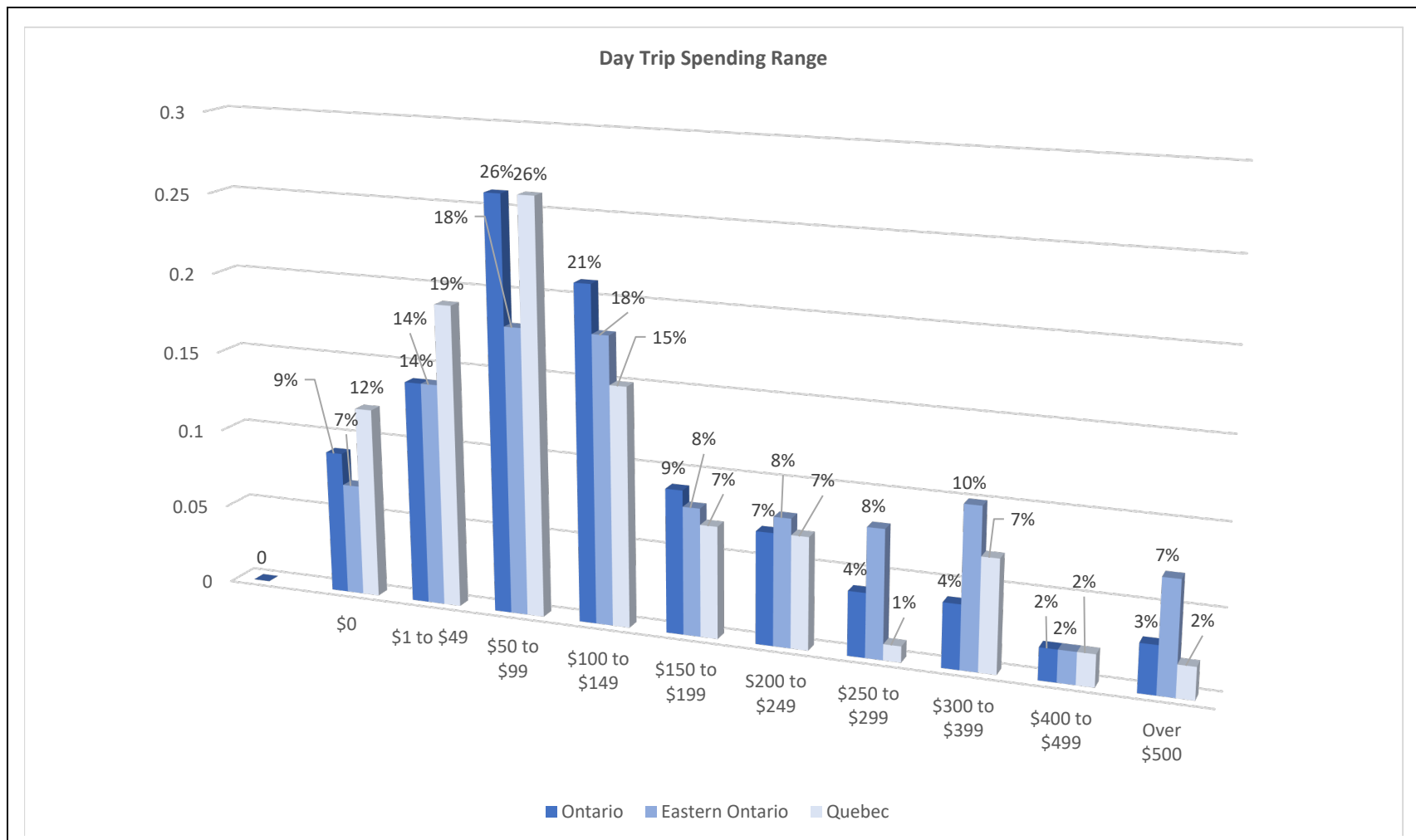
AROUND HALF OF DAY VISITORS SPEND LESS THAN \$100. EASTERN ONTARIO DAY VISITORS SPEND MORE THAN THE ONTARIO AVERAGE.

This chart shows that the day visitors from eastern Ontario (Ottawa, Kingston, Cornwall) spend more than either the Quebec or general Ontario visitors. Ottawa has one of the highest household incomes in Canada, which may account for some of the difference. Also, a relatively larger percentage of visitors polled from this region visited in the fourth quarter and Holiday shopping could account for the higher reported spending.

Spending Range	Ontario Overall	Eastern Ontario	Quebec
\$0	9%	7%	12%
\$1 to \$49	14%	14%	19%
\$50 to \$99	26%	18%	26%
\$100 to \$149	21%	18%	15%
\$150 to \$199	9%	8%	7%
\$200 to \$249	7%	8%	7%
\$250 to \$299	4%	8%	1%
\$300 to \$399	4%	10%	7%
\$400 to \$499	2%	2%	2%
Over \$500	3%	7%	2%

<i>Total responses</i>	<i>3044</i>	<i>607</i>	<i>377</i>
------------------------	-------------	------------	------------

Spending average	\$142.16	\$196.93	\$122.51
Spending average (w/o \$0 spenders)	\$155.83	\$210.82	\$139.54



ONTARIANS, PARTICULARLY IN THE OTTAWA REGION, HAVE MORE INCOME THAN QUEBECERS.

Context on Spending: The Ottawa Region is one of the most affluent in Canada, with a median income that is nearly \$10,000 above the national average. Kingston also has an above average median income. This likely impacts the average day visitor spending seen from eastern Ontario travelers.

Area	Total income \$15,000 and over	Total income \$25,000 and over	Total income \$35,000 and over	Total income \$50,000 and over	Total income \$75,000 and over	Total income \$100,000 and over	2017 Median total income
Canada	80	63	51	35	18	9	\$ 35,680
Quebec	81	63	49	31	14	6	\$34,340
Trois-Rivières, Quebec	81	61	46	28	12	5	\$32,450
Montréal, Quebec	80	62	49	32	16	8	\$34,360
Hawkesbury, Quebec part	79	55	39	22	7	2	\$28,110
Ottawa-Gatineau, Quebec part	83	69	57	41	21	9	\$41,320
Ontario	80	63	51	36	19	10	\$35,830
Cornwall, Ontario	81	60	45	26	11	4	\$31,210
Hawkesbury, Ontario part	81	56	41	24	9	4	\$28,270
Ottawa-Gatineau, Ontario part	82	69	59	46	28	15	\$45,360
Carleton Place, Ontario	85	70	58	41	21	10	\$41,880
Brockville, Ontario	83	64	49	31	15	6	\$34,560
Pembroke, Ontario	82	64	50	33	16	6	\$35,170
Kingston, Ontario	83	67	55	38	20	9	\$39,190
Belleville, Ontario	82	64	50	32	15	6	\$34,880

Source: Statistics Canada. Table 11-10-0004-01 Selected characteristics of tax filers and dependants, income and demographics (final T1 Family File)

Additional information: 2018 top-level summary

The following top-level summary of the 2018 ITS information the most current information from Statistics Canada. Detailed breakouts or state level spending are not available. Comparing some of this data to the more focused information found by analyzing the 2016 survey shows a consistent spending level for day visitors in the \$130 range. Because of the larger amounts spent in sun destinations as compared to border states, the national average spending for overnights skews much higher than New York averages. The most recent survey again shows that most Canadian visits are for personal reasons.

From Statistics Canada:

Canadians travel to the United States mostly for holidays, leisure or recreation

Canadian residents made 27.7 million trips to the United States in 2018 (72.9% of trips abroad), spending \$20.2 billion.

Residents of Ontario, which represented 38.7% of the Canadian population, took 45.5% of all trips by Canadians to the United States in 2018 and accounted for 40.5% of total expenditures on trips across the border.

Residents of British Columbia, the second most frequent visitors to the United States, made more than one-fifth of these trips

(22.6%), spending 20.3% of total travel expenditures in the United States.

While travelling in the United States, Canadians spent an average of \$730 per trip. Average spending on overnight trips to the United States (\$1,180) was nine times the amount spent on same-day visits (\$130).

Accommodation (37.6%) and food and beverages in restaurants and bars (18.5%) were the largest single expense items for Canadians travelling in the United States. Entertainment expenses (6.9%) and clothing (6.3%) were the next largest spending categories.

Almost half of all trips by Canadians to the United States were for holidays, leisure or recreation (13.5 million trips). Another 5.8 million trips to the United States were for other personal reasons such as shopping, attending personal conferences or trade shows (20.8%). A slightly smaller share of trips was for visiting friends or families (20.2%), while 10.3% of trips were for business-related purposes.

Source: www150.statcan.gc.ca/n1/daily-quotidien/190528/dq190528c-eng.htm

Canadian trips to the USA 2018

All Trips	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Total
Total, all trip purposes	6,174	7,304	7,955	6,315	27,748
Holiday, leisure or recreation	2,977	3,445	4,403	2,702	13,527
Visit friends or relatives	1,179	1,574	1,472	1,366	5,591
Personal conference, convention or trade show	103	191	116	81	491
Shopping, non-routine	954	1,059	1,142	1,225	4,380
Other personal reasons	194	250	239	211	894
Business conference, convention or trade show	309	384	248	312	1,253
Other business	458	401	335	418	1,612

Canadian trips to the USA 2018

Day Trips	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Total
Total, all trip purposes	2,544	3,203	3,380	2,908	12,035
Holiday, leisure or recreation	889	1,204	1,615	1,010	4,718
Visit friends or relatives	386	650	429	483	1,948
Personal conference, convention or trade show	42	90	18	13	163
Shopping, non-routine	869	952	1,033	1,105	3,959
Other personal reasons	120	152	135	110	517
Business conference, convention or trade show	30	60	30	36	156
Other business	209	95	119	151	574

Overnight Trips	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Total
Total, all trip purposes	3,630	4,101	4,576	3,407	15,714
Holiday, leisure or recreation	2,088	2,241	2,788	1,692	8,809
Visit friends or relatives	793	924	1,043	883	3,643
Personal conference, convention or trade show	61	101	98	68	328
Shopping, non-routine	85	107	109	120	421
Other personal reasons	74	98	104	101	377
Business conference, convention or trade show	279	324	218	276	1,097
Other business	249	306	216	266	1,037

Source: Statistics Canada Table 24-10-0045-01 Travel by Canadian residents in Canada and abroad by trip purpose (x 1,000)

Canadian trips: Domestic, Overseas and USA 2018

Holiday, leisure or recreation	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Total
Domestic	16,015	23,222	40,686	16,436	96,359
Overseas	2,315	1,737	1,253	1,438	6,743
USA	2,977	3,445	4,403	2,702	13,527
	21,307	28,404	46,342	20,576	116,629

Holiday, leisure or recreation	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Total
Domestic	75%	82%	88%	80%	83%
Overseas	11%	6%	3%	7%	6%
USA	14%	12%	10%	13%	12%
Total	18%	24%	40%	18%	100%

Source: Statistics Canada Table 24-10-0045-01 Travel by Canadian residents in Canada and abroad by trip purpose (x 1,000)

Additional information: 2015 Calculation of New York Market Share:

U.S Commercial Services commissioned a series of tabulations of the state-level information from the 2015 ITS. This chart shows the summary of New York State information from those tabulations.

2015 Visits of One+ Nights by Canadians to USA

All Trips (,000s):

	Total Visits	NYS Visits	NYS Percent of Visits
Canada	28,142	3,368	12%
Quebec	4,823	691	14%
Ontario	12,019	2,419	20%
Others	11,300	258	2%

Auto Trips (,000s)

	Total Visits	NYS Visits	NYS Percent of Visits
Canada	16,689	2,640	16%

Total Spending by those stay overnight

	Total Spending (,000s)	NYS Spending (,000s)	NYS Percent of Visits
Canada	\$ 15,839,175	\$1,270,709	8%

Average Spending

	National Average	NYS Average	NYS Percent of Ave.
Canada	\$ 563	\$ 377	67%

Note: Sun state destinations have significantly higher spending than Canada border states, pushing the national average higher.

Source: https://travel.trade.gov/outreachpages/inbound.country_in_north_america.canada.html

15% OF ALL CANADIAN OVERNIGHT AUTO TRIPS TO THE USA RETURN THROUGH NORTHERN NEW YORK BORDERS.

Frontier Count Data

This section presents data gleaned from Statistics Canada Frontier Counts. While the USA data only provides gross numbers of border-crossers by type of transportation, the Canadian data further breaks the count down between Canadians returning and others arriving. Moreover, it collects information on day visits, single overnights and two or more overnights. Note: The data in the charts that has the overnights broken out is based on vehicle counts, not individuals. One table has been provided with the total number of individuals returning by automobile. The numbers do not include truck traffic.

While much of the traffic is “pass through,” the information shows the general trends at the border and the scope of traffic passing through Northern New York. It is likely that the day visitor counts of those returning by way of New York-Quebec land crossings are only visiting the Adirondacks. Single overnight visitors at those crossings are also likely largely Adirondack visitors. The multiple night visitors would include those going further into the State, as well as longer-haul USA visits (especially Florida snowbirds).

Those using the bridge crossings on the St. Lawrence River are less likely to be Adirondack visitors, especially since those crossings access US81 and feed travel through the Thousand Islands, Central New York and points south. But, based on records at the 1000 Islands Welcome Center, about 6% of those arriving at that border requested specific information on the Adirondacks and another quarter of the visitors requested information on multiple destinations (i.e. statewide booklets and maps including the Adirondacks). For the Ottawa/Gatineau Market, the bridges at Massena and Ogdensburg are an efficient route into the Adirondacks.

The Northern New York border crossings process about 15% of all the overnight Canadian automobile trips returning from the USA nationwide (the crossings process about 10% of all automobile returns when day trips are included).

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

	One Night	2+ Nights
Canada	1,513,221	3,420,900
Northern New York/Quebec Land Crossings	58,162	333,663
Northern New York/Ontario Bridges	43,455	286,177
Total Northern New York	101,617	619,840
NNY % Of Canada	7%	18%

From Statistics Canada:

Since the 1920s, Canada Border Services Agency (CBSA) has supplied Statistics Canada with administrative data on all international travellers who have been cleared for entry or re-entry into Canada.

The Frontier Counts data provide a full range of statistics on the number of international travellers by selected category and by type of transportation as well as the number of automobiles, trucks and other vehicles (motorcycles, snowmobiles, bicycles) entering Canada.

The target population is all international travellers entering Canada by port of entry either by air, sea or land. The international travellers are distributed into categories of flows which are, Canadian residents returning to Canada from the United States, Canadian residents returning to Canada

from countries other than the United States (direct or via the United States), United States residents entering Canada, Residents of countries other than the United States entering Canada (direct or via the United States), and finally "Other" travellers which consist of foreign and resident crew members, diplomats, military personnel, immigrants and former residents. The observed population is the same as the target population.

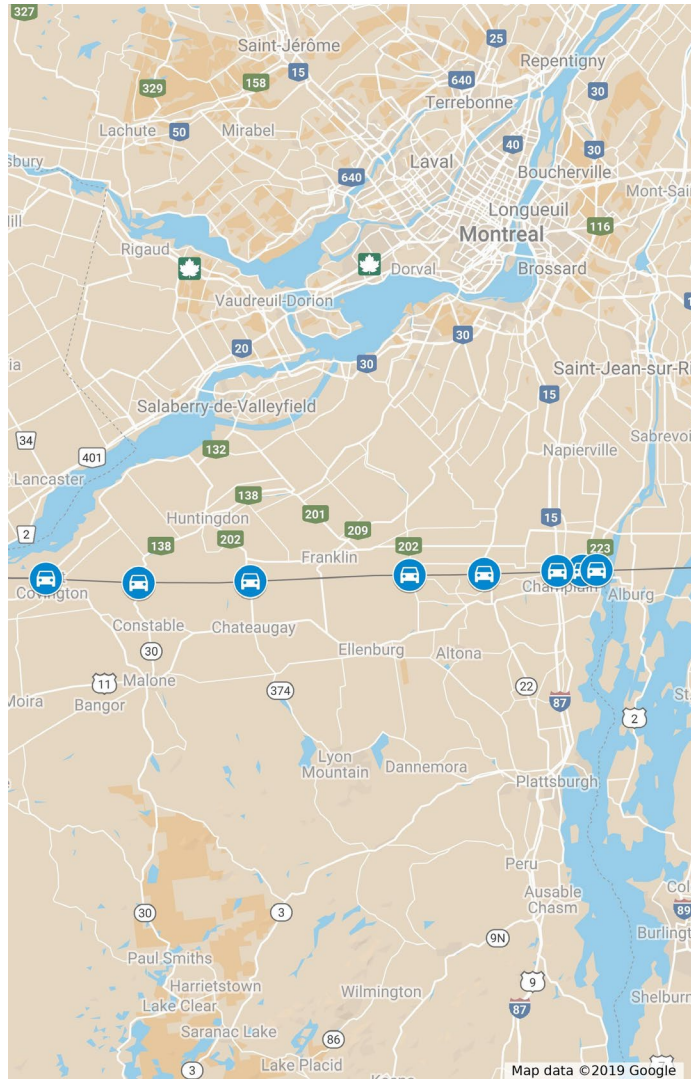
Depending on the mode of entry into Canada, the Frontier Counts correspond either to a complete census - or a sample. For entry into Canada by automobile, train, bus, boat (commercial and private), plane (private) and some of the commercial plane in small airports, Statistics Canada receives administrative data from Canada Border Services Agency (CBSA) that correspond to a complete census of travellers entering Canada.

4.27 MILLION CANADIANS RETURNED HOME VIA NORTHERN NEW YORK BORDERS IN 2018.

Annual Totals Canadians Returning by Automobile (Individuals)

	2014 Total	2015 Total	2016 Total	2017 Total	2018 Total	2014-2018 Change	2017-2018 Change	
Canada	53,224,425	44,404,401	40,989,135	42,394,700	44,374,878	-17%	4.7%	
Quebec	6,001,348	5,202,200	4,771,338	4,933,675	4,985,418	-17%	1.0%	
Ontario	24,550,852	20,974,516	19,716,139	20,688,058	21,441,183	-13%	3.6%	
Cannon Corners	31,301	25,752	24,742	14,603	12,993	-58%	-11.0%	
Champlain	1,720,534	1,513,967	1,364,096	1,357,321	1,389,553	-19%	2.4%	
Chateauguay	75,467	62,870	51,927	53,294	50,039	-34%	-6.1%	
Constable	67,153	58,928	54,093	51,579	49,379	-26%	-4.3%	
Fort Covington	117,839	99,353	86,653	92,430	95,417	-19%	3.2%	
Moores	114,099	90,088	81,898	85,568	81,916	-28%	-4.3%	
Overton	127,727	109,443	100,696	91,939	84,947	-33%	-7.6%	
Rouses Point	175,751	138,243	126,954	122,909	119,576	-32%	-2.7%	
ADK TOTAL	2,429,871	2,098,644	1,891,059	1,869,643	1,883,820	-22%	0.8%	
Alexandria Bay	1,260,355	914,248	830,635	816,805	826,167	-34%	1.1%	
Massena	1,303,215	1,126,394	1,109,322	1,174,199	1,148,921	-12%	-2.2%	
Ogdensburg	559,917	417,244	391,114	412,598	413,423	-26%	0.2%	
TI TOTAL	3,123,487	2,457,886	2,331,071	2,403,602	2,388,511	-24%	-0.6%	
NNY Total	5,553,358	4,556,530	4,222,130	4,273,245	4,272,331	-23%	0.0%	
NNY Crossings as % of National	10.4%	10.3%	10.3%	10.1%	9.6%			

Northern New York to Quebec Land Border Crossings



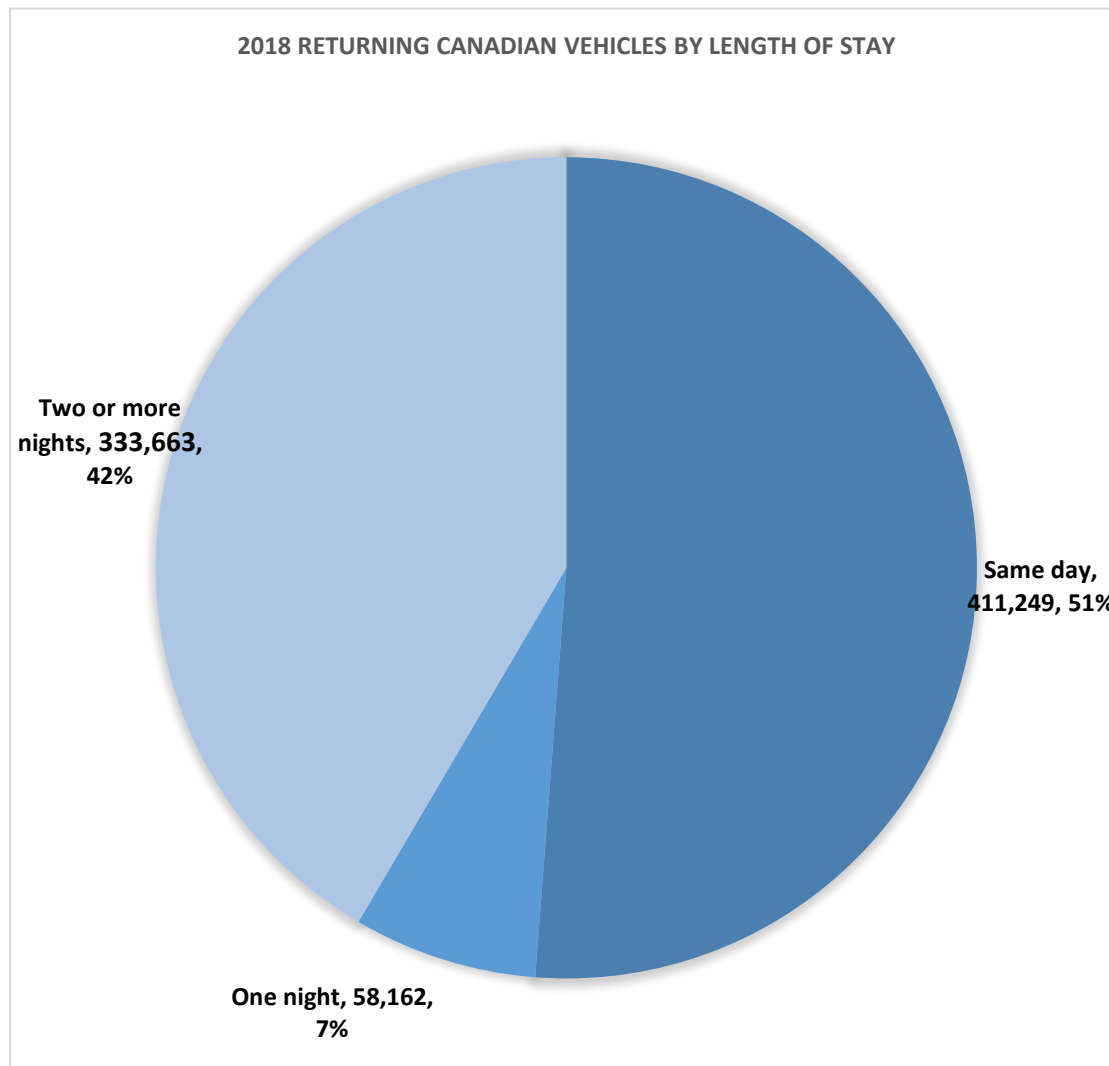
There are eight border stations between Northern New York and Quebec. Statistics Canada Frontier Counts breakout counts for each of these stations. The Quebec 15/187 Champlain station accounts for about two thirds of the vehicle crossings in this set of stations. It provides the direct freeway connection between Montreal and points south in New York State, including New York City.

Some example distances from Montreal City Center are:

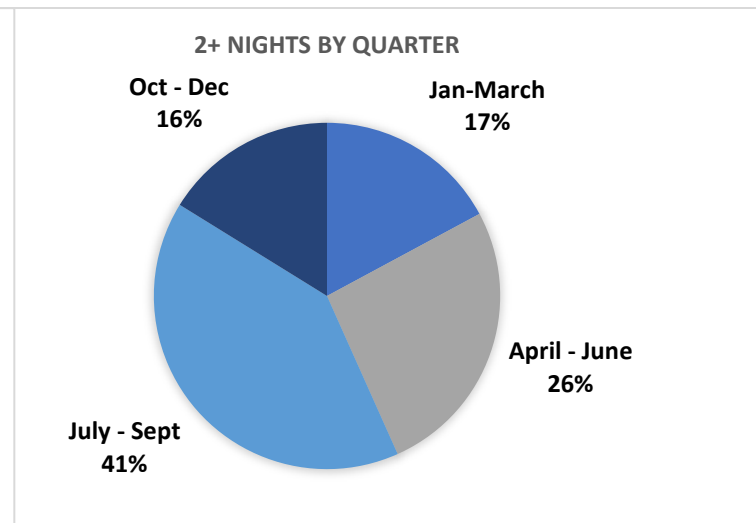
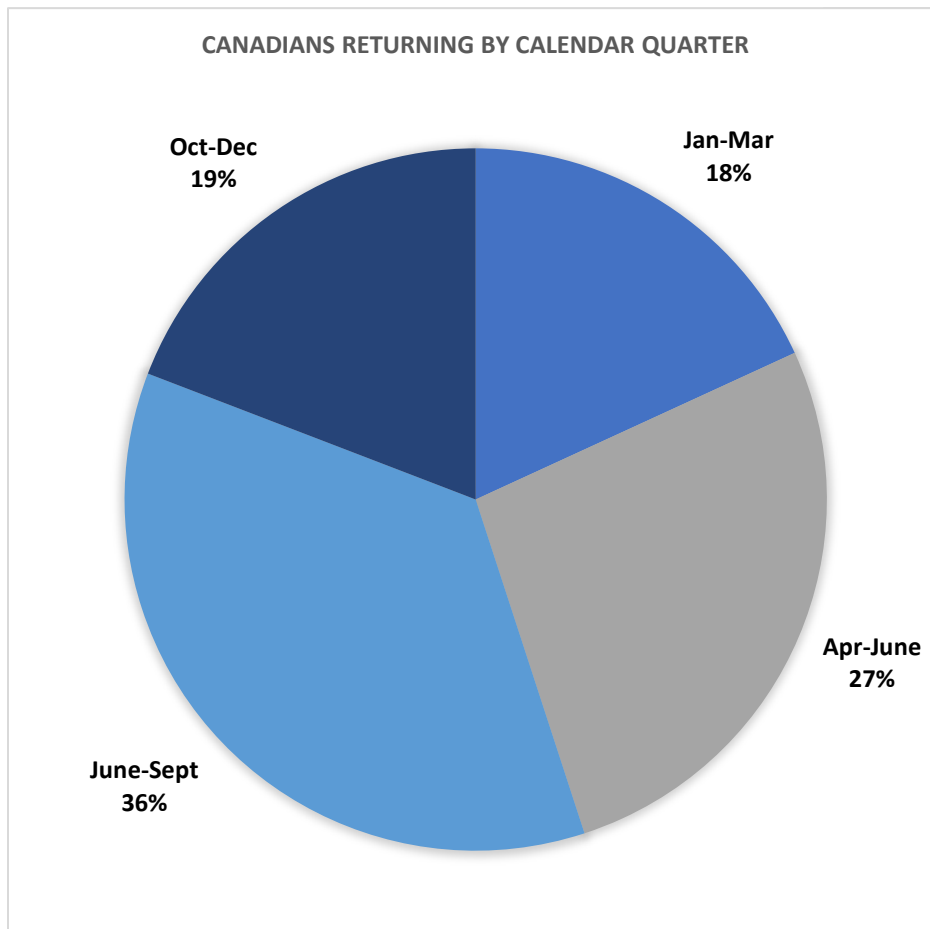
Lake Placid	111 miles
Lake George	162 miles
Plattsburgh	75 miles
Old Forge	205 miles

Note: The Franklin Center – Churubusco border is one-way from Canada into the USA. Its data is included in the USA’s Champlain ports data. But the Canadian entry is closed, so has no data.

THOSE RETURNING TO CANADA BY AUTOMOBILE AT NEW YORK TO QUEBEC CROSSINGS ARE SPLIT IN HALF BETWEEN DAY-TRIPS AND OVERNIGHT TRIPS.



SUMMER IS THE BUSIEST TIME FOR CANADIANS RETURNING, WITH THE THIRD QUARTER ACCOUNTING FOR 36% OF AUTO TRAFFIC.



Total of Adirondack – Quebec Land Crossings: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	182208	157775	148724	140321	145758
Same day	103765	84999	82939	74381	79879
One night	9709	9087	8645	8317	8623
Two or more nights	68584	63546	56977	57525	57197
Qtr2					
Length of stay, total	268660	241421	214973	204596	215601
Same day	142357	124175	111197	104119	112685
One night	18528	18044	16977	15314	15537
Two or more nights	107544	98937	86603	85072	87302
Qtr3					
Length of stay, total	356637	314608	289240	289659	288015
Same day	159220	140727	131477	134180	129925
One night	26001	25178	23951	23860	22885
Two or more nights	170986	148344	133551	131557	135176
Qtr4					
Length of stay, total	194415	169645	162193	165730	153944
Same day	116135	98840	92133	95726	88760
One night	13673	12433	12499	12326	11117
Two or more nights	64443	58230	57390	57674	53988
Total Length of stay, total	1001920	883449	815130	800306	803318
Total Same day	521477	448741	417746	408406	411249
Total One night	67911	64742	62072	59817	58162
Total Two or more nights	411557	369057	334521	331828	333663

Data source for vehicle count tables: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Year-over-Year Change in Canadian Vehicles Returning

The Adirondack land crossings saw a significant drop in Canadian traffic after the CAD value decline between 2014 and 2015.

Total of Adirondack – Quebec Land Crossings: Year-to-Year Change in Vehicle Counts

	2015	2016	2017	2018
Qtr1				
Length of stay, total	-13%	-6%	-6%	4%
Same day	-18%	-2%	-10%	7%
One night	-6%	-5%	-4%	4%
Two or more nights	-7%	-10%	1%	-1%
Qtr2				
Length of stay, total	-10%	-11%	-5%	5%
Same day	-13%	-10%	-6%	8%
One night	-3%	-6%	-10%	1%
Two or more nights	-8%	-12%	-2%	3%
Qtr3				
Length of stay, total	-12%	-8%	0%	-1%
Same day	-12%	-7%	2%	-3%
One night	-3%	-5%	0%	-4%
Two or more nights	-13%	-10%	-1%	3%
Qtr4				
Length of stay, total	-13%	-4%	2%	-7%
Same day	-15%	-7%	4%	-7%
One night	-9%	1%	-1%	-10%
Two or more nights	-10%	-1%	0%	-6%
Total Length of stay, total	-12%	-8%	-2%	0%
Total Same day	-14%	-7%	-2%	1%
Total One night	-5%	-4%	-4%	-3%
Total Two or more nights	-10%	-9%	-1%	1%

Note: Dividing number of vehicles by number of persons from the two separate reports reveals an average number of persons per vehicle for these crossings:

2014	2015	2016	2017	2018
2.43	2.38	2.32	2.34	2.35

Source: Statistics Canada. Table 24-10-0002-01
Number of vehicles travelling between Canada and the United States

Cannon Corners: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Total	1135	940	922	744	693
Same day	854	720	720	532	492
One night	75	77	52	62	52
Two or more nights	206	143	150	150	149
Qtr2					
Total	4658	4359	3791	2254	2004
Same day	2154	1996	1617	870	778
One night	557	547	527	368	255
Two or more nights	1947	1816	1647	1016	971
Qtr3					
Total	7485	6029	5981	3472	3260
Same day	2724	1946	1957	860	712
One night	911	730	755	473	378
Two or more nights	3850	3353	3269	2139	2170
Qtr4					
Total	2362	1731	1799	1292	977
Same day	1476	1077	1023	673	599
One night	181	183	182	143	114
Two or more nights	705	471	594	476	264
Total	15640	13059	12493	7762	6934
Total Same day	7208	5739	5317	2935	2581
Total One night	1724	1537	1516	1046	799
Total Two or more nights	6708	5783	5660	3781	3554

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Champlain: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	115744	105343	101862	95123	99899
Same day	48104	41899	45099	38195	42638
One night	6704	6324	6189	6041	6259
Two or more nights	60936	57120	50574	50887	51002
Qtr2					
Length of stay, total	165259	152399	138295	133183	141148
Same day	65907	60131	57806	53083	59047
One night	12032	11661	11393	10209	10439
Two or more nights	87320	80607	69096	69891	71662
Qtr3					
Length of stay, total	226447	205384	188525	190144	194361
Same day	76257	74121	71051	73031	73418
One night	16699	16497	15915	15600	15247
Two or more nights	133491	114766	101559	101513	105696
Qtr4					
Length of stay, total	119474	105736	103699	107425	101231
Same day	56535	48570	47514	50765	47409
One night	9332	8620	8856	8631	7968
Two or more nights	53607	48546	47329	48029	45854
Total Length of stay, total	626924	568862	532381	525875	536639
Total Same day	246803	224721	221470	215074	222512
Total One night	44767	43102	42353	40481	39913
Total Two or more nights	335354	301039	268558	270320	274214

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Chateaugay: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	7893	5827	4964	4725	5094
Same day	7024	5037	4120	3906	4237
One night	210	174	242	202	267
Two or more nights	659	616	602	617	590
Qtr2					
Length of stay, total	11127	9369	7970	7379	7304
Same day	8985	7331	5935	5624	5412
One night	575	535	496	446	534
Two or more nights	1567	1503	1539	1309	1358
Qtr3					
Length of stay, total	13436	11764	9339	10540	9205
Same day	9565	8019	6021	7161	5616
One night	825	895	728	848	885
Two or more nights	3046	2850	2590	2531	2704
Qtr4					
Length of stay, total	8746	7953	6353	6351	5713
Same day	7448	6575	5073	4966	4620
One night	369	421	326	410	332
Two or more nights	929	957	954	975	761
Total Length of stay, total	41202	34913	28626	28995	27316
Total Same day	33022	26962	21149	21657	19885
Total One night	1979	2025	1792	1906	2018
Total Two or more nights	6201	5926	5685	5432	5413

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Constable: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	6041	5236	4535	4550	4730
Same day	5323	4638	3956	3953	4225
Two or more nights	403	323	365	380	291
One night	315	275	214	217	214
Qtr2					
Length of stay, total	8780	8424	7472	7179	7426
Same day	6748	6454	5765	5587	5762
Two or more nights	1480	1388	1263	1128	1177
One night	552	582	444	464	487
Qtr3					
Length of stay, total	11598	10496	10457	9660	9343
Same day	7957	6920	7118	6468	6155
Two or more nights	2786	2755	2588	2359	2424
One night	855	821	751	833	764
Qtr4					
Length of stay, total	7209	6250	5856	5768	5303
Same day	6156	5197	4974	4856	4470
Two or more nights	679	683	567	547	512
One night	374	370	315	365	321
Total Length of stay, total	33628	30406	28320	27157	26802
Total Same day	26184	23209	21813	20864	20612
Total One night	2096	2048	1724	1879	1786
Total Two or more nights	5348	5149	4783	4414	4404

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Fort Covington: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	11852	10543	8779	9379	10122
Same day	11148	9809	8046	8714	9374
One night	429	458	417	371	414
Two or more nights	125	133	153	196	275
Qtr2					
Length of stay, total	17094	15644	12738	13119	14401
Same day	16109	14478	11828	12124	13197
One night	468	609	457	489	610
Two or more nights	286	292	257	415	517
Qtr3					
Length of stay, total	20162	15559	14913	16111	15760
Same day	18663	14210	13644	14791	14297
One night	770	617	622	645	705
Two or more nights	299	373	386	613	729
Qtr4					
Length of stay, total	14195	11573	10801	11900	11638
Same day	13268	10751	10014	11088	10712
One night	621	482	450	488	541
Two or more nights	142	198	166	320	306
Total Length of stay, total	63303	53319	47231	50509	51921
Total Same day	59188	49248	43532	46717	47580
Total One night	2288	2166	1946	1993	2270
Total Two or more nights	852	996	962	1544	1827

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Moore's: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	11964	9493	8641	8246	8001
Same day	10471	8181	7371	7048	6851
One night	514	444	408	385	366
Two or more nights	979	868	862	813	784
Qtr2					
Length of stay, total	17087	13026	12205	12087	12859
Same day	13185	10061	9032	9153	9718
One night	873	730	742	723	776
Two or more nights	3029	2235	2431	2211	2365
Qtr3					
Length of stay, total	19955	17246	15023	16501	15742
Same day	13606	11903	9944	10753	10246
One night	1302	1174	1068	1282	1100
Two or more nights	5047	4169	4011	4466	4396
Qtr4					
Length of stay, total	13477	11075	10303	10611	9584
Same day	11155	9171	8364	8766	7964
One night	717	575	569	563	438
Two or more nights	1605	1329	1370	1282	1182
Total Length of stay, total	62483	50840	46172	47445	46186
Total Same day	48417	39316	34711	35720	34779
Total One night	3406	2923	2787	2953	2680
Total Two or more nights	10660	8601	8674	8772	8727

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Overton Corners: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	11533	9382	9248	8534	8086
Same day	8549	6867	6608	5827	5656
One night	670	610	471	455	509
Two or more nights	2314	1905	2169	2252	1921
Qtr2					
Length of stay, total	17637	16590	13618	12527	12282
Same day	11629	10509	8375	7871	7861
One night	1314	1259	992	902	878
Two or more nights	4694	4822	4251	3754	3543
Qtr3					
Length of stay, total	24031	20736	18798	17499	16237
Same day	12946	10928	9622	9154	8514
One night	1804	1631	1457	1504	1261
Two or more nights	9281	8177	7719	6841	6462
Qtr4					
Length of stay, total	13676	12155	11067	10225	8623
Same day	9766	8488	7333	6896	5993
One night	925	730	703	746	544
Two or more nights	2985	2937	3031	2583	2086
Total Length of stay,	66877	58863	52731	48785	45228
Total Same day	42890	36792	31938	29748	28024
Total One night	4713	4230	3623	3607	3192
Total Two or more nights	19274	17841	17170	15430	14012

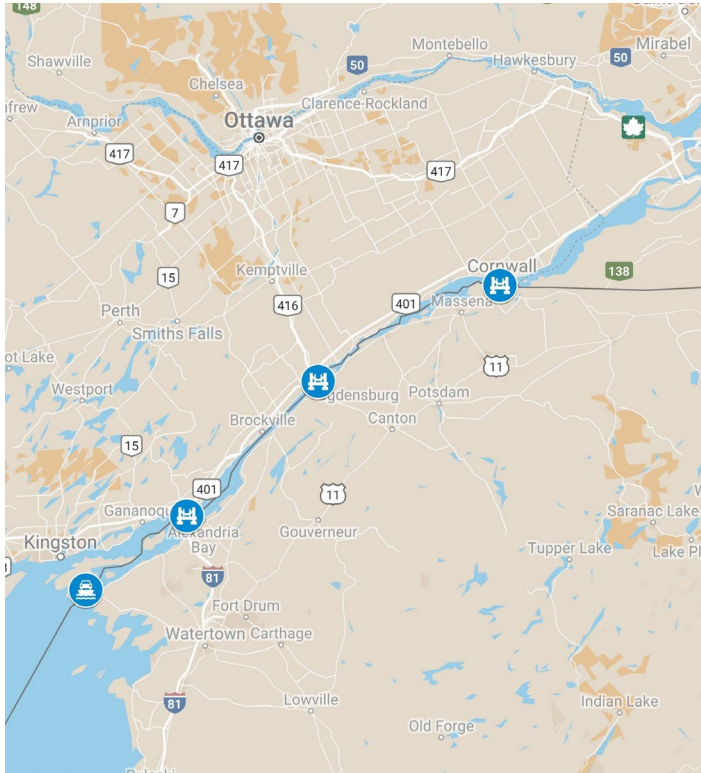
Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Rouses Point: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Length of stay, total	16046	11011	9773	9020	9133
Same day	12292	7848	7019	6206	6406
One night	792	725	652	584	542
Two or more nights	2962	2438	2102	2230	2185
Qtr2					
Length of stay, total	27018	21610	18884	16868	18177
Same day	17640	13215	10839	9807	10910
One night	2157	2121	1926	1713	1558
Two or more nights	7221	6274	6119	5348	5709
Qtr3					
Length of stay, total	33523	27394	26204	25732	24107
Same day	17502	12680	12120	11962	10967
One night	2835	2813	2655	2675	2545
Two or more nights	13186	11901	11429	11095	10595
Qtr4					
Length of stay, total	15276	13172	12315	12158	10875
Same day	10331	9011	7838	7716	6993
One night	1154	1052	1098	980	859
Two or more nights	3791	3109	3379	3462	3023
Total Length of stay, total	91863	73187	67176	63778	62292
Total Same day	57765	42754	37816	35691	35276
Total One night	6938	6711	6331	5952	5504
Total Two or more nights	27160	23722	23029	22135	21512

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

St. Lawrence River Crossings



There are three bridge crossings over the St. Lawrence River connecting Ontario and Northern New York. There is an additional border facility at Cape Vincent the operates seasonally to accommodate a small ferry from Wolfe Island (Kingston).

The Ogdensburg and Massena bridges are the most efficient route for visitors coming from the Ottawa Region into much of the Adirondacks; especially Essex, Franklin and St. Lawrence Counties. The same is true of visitors coming from the Greater Toronto Area. The 1000 Islands Bridge is also used because it connects directly to US81 and NY3 from the Watertown Area and is a popular route into the Adirondacks.

For example, travel time from Greater Toronto Area to Lake Placid is about 5.5 – 6.0 hours using either the Thousand Islands or Ogdensburg bridge. Travel time from Kingston along the same routes is about 3.5 hours.

Some example distances via the Massena Bridge from city center Ottawa are:

Lake George	219 miles
Lake Placid	143 miles
Plattsburgh	141 miles
Old Forge	178 miles

Most border crossings in Northern New York are located away from larger population centers and have a small percentage of “local” traffic (unlike the crossings at Detroit or Buffalo for example). The Seaway International Bridge connecting from within the City of

Cornwall to New York is a unique situation in Northern New York. First, it is the only border crossing in Northern New York that is directly connected to a city center (Cornwall, population 46,000). Secondly, the Akwesasne Mohawk territory straddles the border (Quebec, Ontario, New York). Akwesasne must cross the border regularly to simply move about in their community. Plus, the trip from downtown Cornwall to Massena’s west side business district is less than 10 miles. These factors increase the traffic volume at the Massena border. It is important to understand that a larger percentage of that traffic is “local” as compared with other busy crossings in Northern New York.

Total of St. Lawrence River Bridge Crossings: Vehicle Counts

	2014	2015	2016	2017	2018
Qtr1					
Sum of Length of stay, total	303859	240421	215725	222319	242102
Sum of Same day	205412	169728	157467	164388	176776
Sum of One night	18518	8551	7217	7300	8890
Sum of Two or more nights	79929	62142	51041	50631	56436
Qtr2					
Sum of Length of stay, total	402121	315256	286945	281740	304838
Sum of Same day	262268	212559	197474	193999	209624
Sum of One night	24982	12109	10653	10108	10920
Sum of Two or more nights	114871	90588	78818	77633	84294
Qtr3					
Sum of Length of stay, total	441527	327996	321923	325953	312911
Sum of Same day	276743	211665	216354	218200	206486
Sum of One night	30280	14466	14105	14519	13358
Sum of Two or more nights	134504	101865	91464	93234	93067
Qtr4					
Sum of Length of stay, total	347755	253255	256803	270271	257209
Sum of Same day	240217	187323	191336	200489	194542
Sum of One night	24367	10624	10622	11432	10287
Sum of Two or more nights	83171	55308	54845	58350	52380
Total Sum of Length of stay, total	1495262	1136928	1081396	1100283	1117060
Total Sum of Same day	984640	781275	762631	777076	787428
Total Sum of One night	98147	45750	42597	43359	43455
Total Sum of Two or more nights	412475	309903	276168	279848	286177

Total of St. Lawrence River Bridge Crossings: Vehicle Counts

	2015	2016	2017	2018
Qtr1				
Sum of Length of stay, total	-21%	-10%	3%	9%
Sum of Same day	-17%	-7%	4%	8%
Sum of One night	-54%	-16%	1%	22%
Sum of Two or more nights	-22%	-18%	-1%	11%
Qtr2				
Sum of Length of stay, total	-22%	-9%	-2%	8%
Sum of Same day	-19%	-7%	-2%	8%
Sum of One night	-52%	-12%	-5%	8%
Sum of Two or more nights	-21%	-13%	-2%	9%
Qtr3				
Sum of Length of stay, total	-26%	-2%	1%	-4%
Sum of Same day	-24%	2%	1%	-5%
Sum of One night	-52%	-2%	3%	-8%
Sum of Two or more nights	-24%	-10%	2%	0%
Qtr4				
Sum of Length of stay, total	-27%	1%	5%	-5%
Sum of Same day	-22%	2%	5%	-3%
Sum of One night	-56%	0%	8%	-10%
Sum of Two or more nights	-34%	-1%	6%	-10%
Total Sum of Length of stay, total	-24%	-5%	2%	2%
Total Sum of Same day	-21%	-2%	2%	1%
Total Sum of One night	-53%	-7%	2%	0%
Total Sum of Two or more nights	-25%	-11%	1%	2%

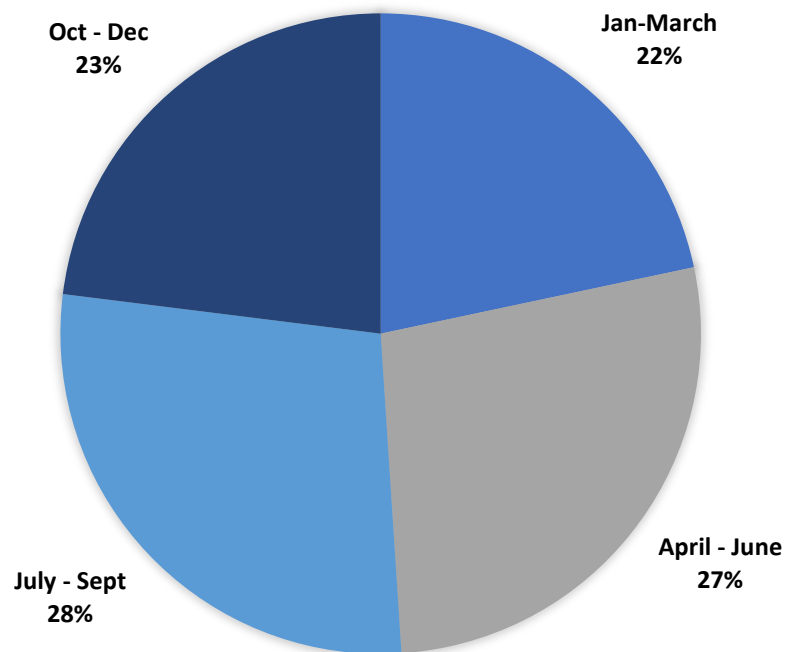
Year-over-Year Change in Canadian Vehicles Returning

The St. Lawrence River crossings saw a more dramatic drop in Canadian traffic after the CAD value decline between 2014 and 2015. Modest improvements were made in 2017 and 2018.

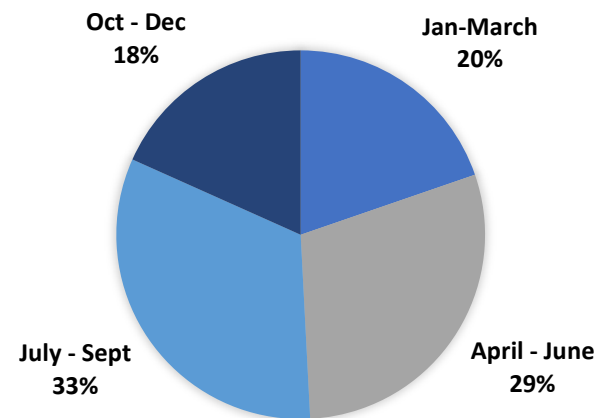
THE ST. LAWRENCE BRIDGES ARE MORE SEASONALLY BALANCED THAN THE QUEBEC BORDERS. SUMMER IS STILL BUSIEST, ESPECIALLY FOR LONGER TRIPS.

Total of St. Lawrence River Bridge Crossings: Vehicle Counts

CANADIANS RETURNING BY CALENDAR QUARTER



2+ NIGHT TRIPS BY QUARTER



Alexandria Bay Vehicle Counts:

	2014	2015	2016	2017	2018
Qtr1					
Sum of Length of stay, total	116922	77881	69533	67954	73906
Sum of Same day	35901	22966	23073	23222	22936
Sum of One night	13976	3972	3652	3706	4700
Sum of Two or more nights	67045	50943	42808	41026	46270
Qtr2					
Sum of Length of stay, total	165425	113354	102898	97560	102481
Sum of Same day	52317	34785	34714	30475	29674
Sum of One night	19013	6354	5287	5114	5587
Sum of Two or more nights	94095	72215	62897	61971	67220
Qtr3					
Sum of Length of stay, total	181927	120675	117038	111534	106421
Sum of Same day	60340	40608	44630	37468	33077
Sum of One night	21606	7165	7230	7655	6745
Sum of Two or more nights	99981	72902	65178	66411	66599
Qtr4					
Sum of Length of stay, total	134291	79197	78662	78648	73469
Sum of Same day	47778	30092	30980	28201	27368
Sum of One night	18493	5616	5726	6135	5595
Sum of Two or more nights	68020	43489	41956	44312	40506
Total Sum of Length of stay, total	598565	391107	368131	355696	356277
Total Sum of Same day	196336	128451	133397	119366	113055
Total Sum of One night	73088	23107	21895	22610	22627
Total Sum of Two or more nights	329141	239549	212839	213720	220595

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Massena Vehicle Counts:

	2014	2015	2016	2017	2018
Qtr1					
Sum of Length of stay, total	130072	116318	106653	111414	119406
Sum of Same day	120865	108151	100690	105483	112800
Sum of One night	3072	3095	2383	2358	2794
Sum of Two or more nights	6135	5072	3580	3573	3812
Qtr2					
Sum of Length of stay, total	158534	139418	128774	131193	141087
Sum of Same day	144878	127051	118044	121302	130463
Sum of One night	3719	3777	3503	3267	3518
Sum of Two or more nights	9937	8590	7227	6624	7106
Qtr3					
Sum of Length of stay, total	172170	142165	139245	146980	143283
Sum of Same day	148947	123120	122832	130147	126813
Sum of One night	5606	4734	4262	4290	4116
Sum of Two or more nights	17617	14311	12151	12543	12354
Qtr4					
Sum of Length of stay, total	142470	121973	122713	131364	127954
Sum of Same day	131841	113397	114682	122497	120469
Sum of One night	3763	3207	2948	3302	2792
Sum of Two or more nights	6866	5369	5083	5565	4693
Total Sum of Length of stay, total	603246	519874	497385	520951	531730
Total Sum of Same day	546531	471719	456248	479429	490545
Total Sum of One night	16160	14813	13096	13217	13220
Total Sum of Two or more nights	40555	33342	28041	28305	27965

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Ogdensburg Vehicle Counts:

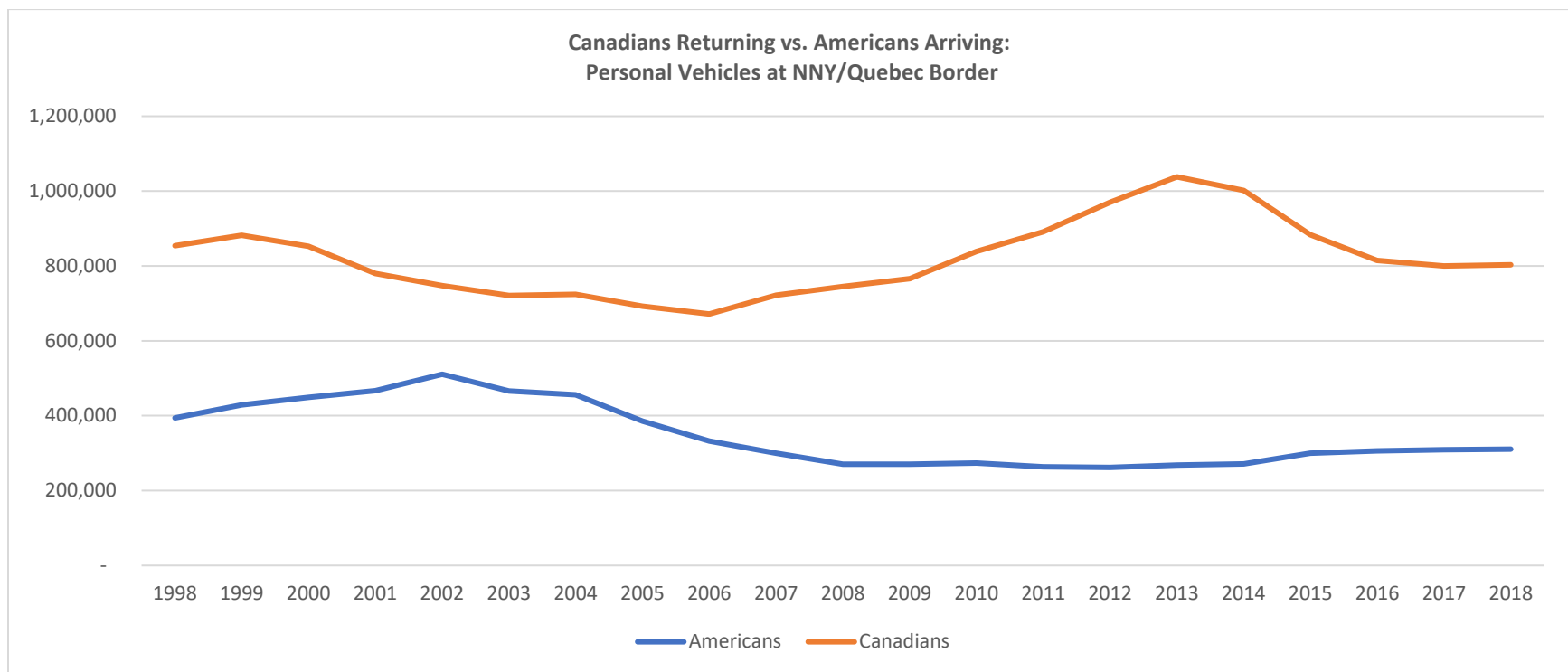
	2014	2015	2016	2017	2018
Qtr1					
Sum of Length of stay, total	56865	46222	39539	42951	48790
Sum of Same day	48646	38611	33704	35683	41040
Sum of One night	1470	1484	1182	1236	1396
Sum of Two or more nights	6749	6127	4653	6032	6354
Qtr2					
Sum of Length of stay, total	78162	62484	55273	52987	61270
Sum of Same day	65073	50723	44716	42222	49487
Sum of One night	2250	1978	1863	1727	1815
Sum of Two or more nights	10839	9783	8694	9038	9968
Qtr3					
Sum of Length of stay, total	87430	65156	65640	67439	63207
Sum of Same day	67456	47937	48892	50585	46596
Sum of One night	3068	2567	2613	2574	2497
Sum of Two or more nights	16906	14652	14135	14280	14114
Qtr4					
Sum of Length of stay, total	70994	52085	55428	60259	55786
Sum of Same day	60598	43834	45674	49791	46705
Sum of One night	2111	1801	1948	1995	1900
Sum of Two or more nights	8285	6450	7806	8473	7181
Total Sum of Length of stay, total	293451	225947	215880	223636	229053
Total Sum of Same day	241773	181105	172986	178281	183828
Total Sum of One night	8899	7830	7606	7532	7608
Total Sum of Two or more nights	42779	37012	35288	37823	37617

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

NORTHERN NEW YORK BORDERS CONSISTENTLY SEE MORE CANADIANS THAN AMERICANS CROSSING.

Trends in American and Canadian Border Crossings

Over time, the percentage of Americans visiting Canada as compared to Canadians returning varies. In the early 2000's the Canadian dollar was weak, making it a great value for American visitors and creating a bump in American visitation to Canada and a decrease in Canadian visitation to the USA. In the period from 2011 to 2013, the Canadian dollar traded near par with the US dollar, creating a bump in Canadian visitation to the USA (especially for shopping). A sharp decline in Canadian visitation accompanied the decline in CAD value between 2014 and 2017.



Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Entries at Northern New York to Quebec Ports

	Americans	Canadians	Total	Americans	Canadians
1998	394,244	854,158	1,248,402	32%	68%
1999	428,650	882,089	1,310,739	33%	67%
2000	449,403	852,391	1,301,794	35%	65%
2001	466,714	780,026	1,246,740	37%	63%
2002	510,750	747,814	1,258,564	41%	59%
2003	466,131	721,008	1,187,139	39%	61%
2004	455,866	723,963	1,179,829	39%	61%
2005	385,934	692,962	1,078,896	36%	64%
2006	332,383	671,795	1,004,178	33%	67%
2007	300,055	721,979	1,022,034	29%	71%
2008	270,134	745,013	1,015,147	27%	73%
2009	270,844	765,714	1,036,558	26%	74%
2010	273,322	838,951	1,112,273	25%	75%
2011	263,888	891,059	1,154,947	23%	77%
2012	261,902	970,322	1,232,224	21%	79%
2013	268,546	1,038,122	1,306,668	21%	79%
2014	271,147	1,001,920	1,273,067	21%	79%
2015	300,006	883,449	1,183,455	25%	75%
2016	305,884	815,130	1,121,014	27%	73%
2017	309,258	800,306	1,109,564	28%	72%
2018	310,794	803,318	1,114,112	28%	72%

Source: Statistics Canada. Table 24-10-0002-01 Number of vehicles travelling between Canada and the United States

Canadians Returning by Bus

The drop between 2014 and 2015 also applied to bus traffic. Shoppers' bus tours were not uncommon in the years between 2012 and 2014 when the CAD was strong. The Champlain bus traffic includes scheduled coaches between Montreal and New York City, while the Massena and Alexandria Bay traffic does not (primarily charter buses).

	Qtr1	Qtr2	Qtr3	Qtr4	Grand
Canada					
2014	207732	318107	262080	244879	1032798
2015	188646	266342	230365	192481	877834
2016	152958	215234	204862	192915	765969
2017	162860	232984	225231	205582	826657
2018	168214	233514	220207	193808	815743
Ontario					
2014	107161	147582	134931	141754	531428
2015	100048	126176	121671	110193	458088
2016	83315	113120	108473	117641	422549
2017	102296	122912	130926	128440	484574
2018	107141	120981	124583	116743	469448
Quebec					
2014	51331	100599	62544	47445	261919
2015	47462	83116	55935	40161	226674
2016	38407	58617	50156	37648	184828
2017	32782	68541	45092	35663	182078
2018	29422	64529	46726	36631	177308

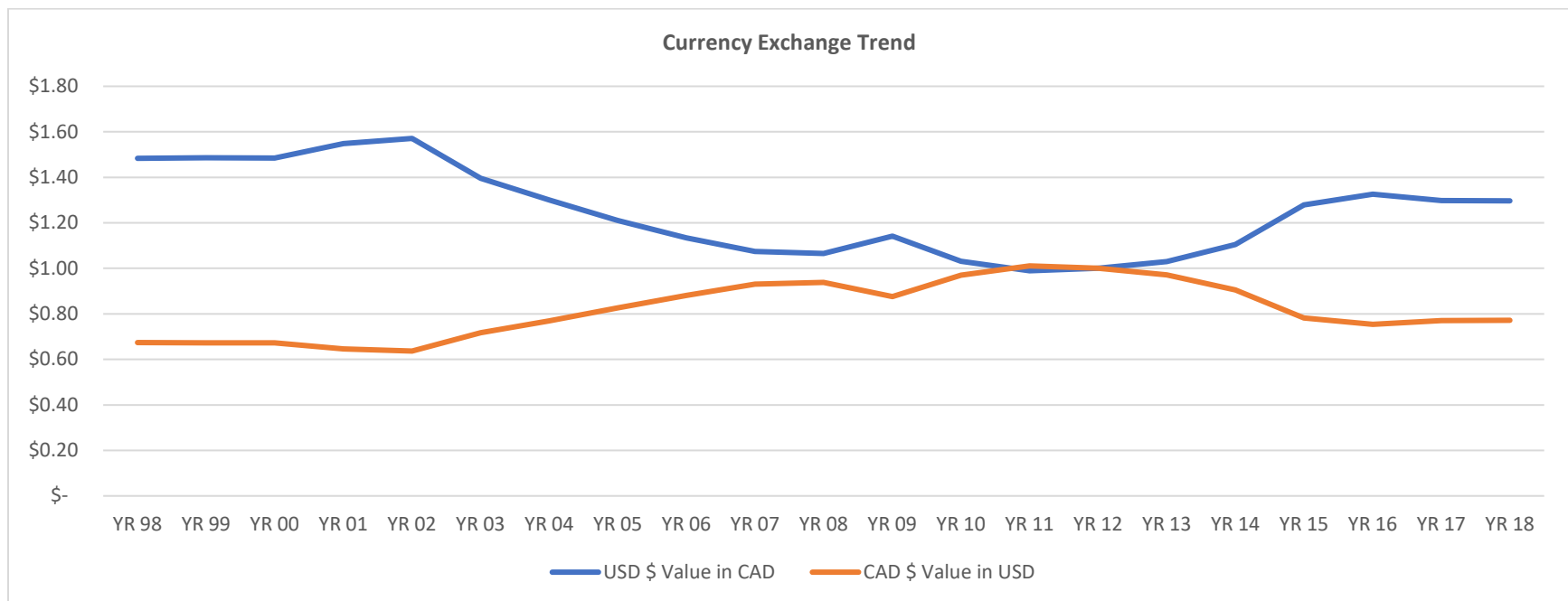
	Qtr1	Qtr2	Qtr3	Qtr4	Grand
Champlain					
2014	31870	71430	47443	33166	183909
2015	29081	57462	41289	27454	155286
2016	23625	39676	36082	24188	123571
2017	18433	44246	31669	23600	117948
2018	17023	41922	32294	22067	113306
Massena					
2014	5579	9527	9129	14056	38291
2015	8194	4721	4853	3948	21716
2016	3893	7737	5791	7477	24898
2017	9310	9237	8587	6696	33830
2018	4012	4427	5710	5567	19716
Alexandria					
2014	5150	17692	6970	9775	39587
2015	4805	11244	6257	6579	28885
2016	3506	6165	4870	6018	20559
2017	2697	5967	5800	7068	21532
2018	3670	8489	5424	6671	24254

Data Source: Statistics Canada. Table 24-10-0041-01 International travellers entering or returning to Canada, by type of transport

EXCHANGE RATES DRIVE CHANGES IN BORDER TRAFFIC. THE DROP IN TRAFFIC BETWEEN 2014 AND NOW CAN BE DIRECTLY ASSOCIATED WITH A DROP IN THE CAD'S VALUE FROM OVER 90 CENTS TO 77 CENTS.

Impact of Exchange Rate

Likely the most significant factor driving changes in border traffic is the exchange rate between the US and Canadian dollars. In addition to driving changes in the number of Canadians visiting, it likely also drives changes in average spending.



CURRENT CAD VALUES ARE SIMILAR TO 2004. BUT CANADIAN RETURNS VIA NORTHERN NEW YORK/QUEBEC PORTS ARE ABOUT 10% HIGHER THAN 2004.

Year	USD to CAD	CAD to USD
2000	\$1.49	\$0.67
2001	\$1.55	\$0.65
2002	\$1.57	\$0.64
2003	\$1.40	\$0.72
2004	\$1.30	\$0.77
2005	\$1.21	\$0.83
2006	\$1.13	\$0.88
2007	\$1.07	\$0.93
2008	\$1.07	\$0.94
2009	\$1.14	\$0.88
2010	\$1.03	\$0.97
2011	\$0.99	\$1.01
2012	\$1.00	\$1.00
2013	\$1.03	\$0.97
2014	\$1.10	\$0.91
2015	\$1.28	\$0.78
2016	\$1.33	\$0.75
2017	\$1.30	\$0.77
2018	\$1.30	\$0.77

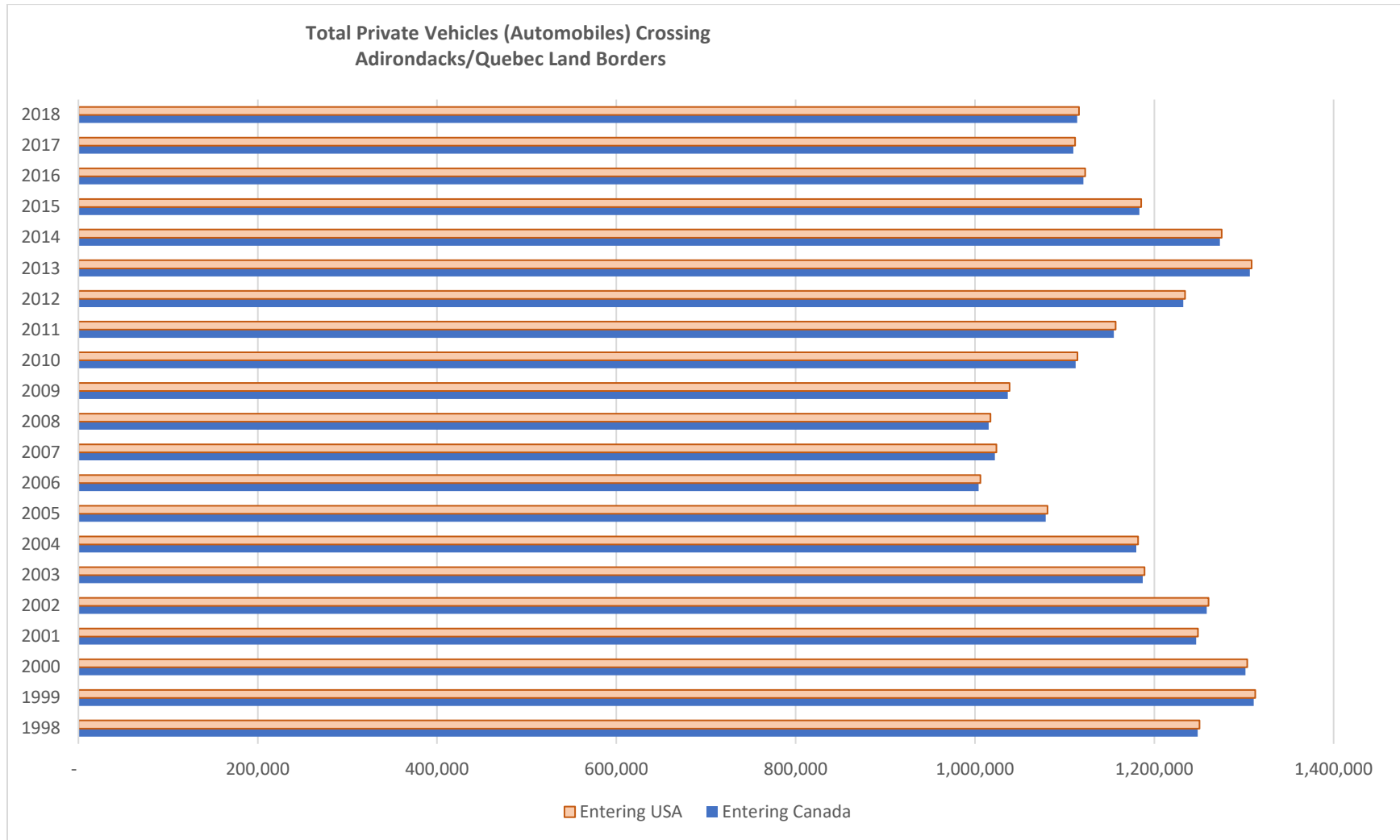
Source: <https://www.ofx.com/en-us/forex-news/historical-exchange-rates/yearly-average-rates/>

IN THE LARGER PICTURE, THE INBOUND AND OUTBOUND TRAFFIC ACROSS NORTHERN NEW YORK BORDERS IS RELATIVELY BALANCED.

USA Bureau of Transportation Statistics Data

The USA Bureau of Transportation Statistics also publishes data on entries to the USA by port. Since this data doesn't differentiate day visitors from overnight visitors or note the country of origin, it hasn't been used for detailed charts. However, it is useful to see some long-term trends in the border using the USA data. Although there are differences in the way data is maintained, the USA tallies for the Champlain and Trout River closely mirror the Canadian tallies for the eight land ports between New York and Quebec. These charts illustrate the private auto traffic flows relatively equally both ways.

<i>Comparison of USA and Canadian Entries at Northern New York – Quebec Ports</i>		
	Total Private Vehicles	
Year	Entering Canada	Entering USA
1998	1,248,402	1,250,400
1999	1,310,739	1,312,738
2000	1,301,794	1,303,794
2001	1,246,740	1,248,741
2002	1,258,564	1,260,566
2003	1,187,139	1,189,142
2004	1,179,829	1,181,833
2005	1,078,896	1,080,901
2006	1,004,178	1,006,184
2007	1,022,034	1,024,041
2008	1,015,147	1,017,155
2009	1,036,558	1,038,567
2010	1,112,273	1,114,283
2011	1,154,947	1,156,958
2012	1,232,224	1,234,236
2013	1,306,668	1,308,681
2014	1,273,067	1,275,081
2015	1,183,455	1,185,470
2016	1,121,014	1,123,030
2017	1,109,564	1,111,581
2018	1,114,112	1,116,130



Data Source: US Bureau of Transportation Statistics (BTS) Border Crossing Data and Statistic Canada Frontier Counts.



ADIRONDACK REGIONAL TOURISM COUNCIL
PUBLIC BORDER DATA ANALYSIS
September 2019

This report document is one of three presentations that constitute a 2019 Canadian Market Analysis commissioned by the Adirondack Regional Tourism Council. Additional presentations include a report on a survey of Adirondack DMO marketing leads and a summary PowerPoint presentation with highlights from this report, the survey report and applicable insights and observations.