

International Visitation to South Carolina

Canadian Visitation

Among South Carolina's 848,500 annual Canadian visitors, Ontario (55%) is their primary origin with Quebec (37%) in second place. Vacationers account for 73% of these visitors. Nearly 53% of all Canadian visitors to South Carolina spend the night.

Canadians (that spend at least one night in South Carolina) report an average stay of 7.3 nights. They predominantly stay in hotels/motels (59%), with some staying with friends or relatives (5%), in campgrounds (4%), in cabins/condos (2%), in other accommodations (14%), or in combinations of the above (16%). These overnight visitors travel primarily by auto (83%), followed by airplane (15%), and other (2%). Among overnight Canadian visitors, 29% travel between January and March, 22% from April to June, 18% from July to September, and 31% from October to December.

The average travel party size of South Carolina's overnight Canadian visitors is 2.3 visitors. Visitor ages include 9% under the age of 20, 6% age 20-34, 8% age 35-44, 20% age 45-54, 33% age 55-64, and 25% age 65 and over. Visitors in these overnight parties spend an average of \$587 per person per trip or \$80 per person per night (U.S. dollars). Only 17% of these parties report including children.

Overseas Visitation

In calendar year 2010, according to I-94 data at least 71,393 overseas travelers, excluding Canadians and Mexicans, indicated South Carolina was the first or primary destination on their US trip (calendar year 2009 was 66,555). Historical data indicates that two of South Carolina's largest overseas visitor origin-countries are Germany and the UK. In calendar year 2010, according to I-94 data, at least 15,472 UK residents and 14,776 German residents visited South Carolina (calendar year 2009: 15,204 UK residents and 13,261 German residents).

Updated: 10/2011

On-line at: <http://www.scpvt.com/files/Research/InternationalVisitationtoSouthCarolina2010.pdf>

Sources

Data on Canadian visitors to South Carolina comes from Statistics Canada's International Travel Survey. The International Travel Survey is a mail survey of travelers to and from Canada that is balanced with Canada's E-311 customs data.

Data on the volume of overseas visitors to South Carolina comes from the US Department of Homeland Security, Office of Immigration Statistics' I-94 form that all international travel parties arriving in the US by airplane must fill out. The party member that fills out the form is required to report the address of his/her party while in the US. If that party visits more than one state, the addresses of all destinations are not captured and thus visitation to all states will not be counted. Data from the Office of Travel and Tourism Industries in the US Department of Commerce indicates that travelers from overseas visit an average of more than two states while in the United States. Actual overseas visitation volume in a given state is higher than counts recorded by I-94 data.

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