

# 2012 CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Canadian Visitation to Arizona	728,000
QUARTER OF TRAVEL	
1st Quarter	41.6%
2nd Quarter	29.7%
3rd Quarter	7.7%
4th Quarter	21.1%

VISITORS BY PROVINCE	
Alberta	33.5%
Ontario	23.1%
British Columbia & Terr.	22.0%
Quebec	7.2%
Saskatchewan	7.0%
Manitoba	4.7%
Atlantic Canada	2.0%

## Visitor Demographics:

GENDER	
Female	50.0%
Male	46.8%

AGE	
Children 0-19 years	5.2%
20 - 34 years	7.4%
35 - 54 years	24.7%
55 - 74 years	53.1%
75+ years	6.5%

PARTY COMPOSITION	
Avg Travel Party Size	1.9 persons
Traveling Alone	14.1%
2 Adults	60.3%
3+ Adults	14.8%
Adults and Children	7.5%

TRAVEL PARTY SIZE	
1 person	14.9%
2 persons	62.4%
3 persons	6.0%
4 persons	10.4%
5 - 9 persons	6.4%
10+ persons	0%

## Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	20.8 nights
1 - 3 nights	19.6%
4 - 9 nights	42.7%
10 - 20 nights	17.3%
21+ nights	20.4%

MODE OF ENTRY	
Airplane	60.7%
Auto	35.4%
Via USA	3.2%
Bus	0.2%
Other	0.3%

Source: Statistics Canada

## Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	54.0%
Visit Friends or Relatives	16.6%
Second Home, Cottage, Condo	15.5%
Convention, Conference, Trade Show	4.9%
Meetings	2.8%
Attend Events, Attractions	2.6%
Personal (Medical, Wedding, etc)	1.1%
Other	0.9%
Other Work	0.7%

ACCOMMODATIONS	
Home of Friend or Relatives Only	19.4%
Hotel Only	18.9%
Other Only	13.6%
Camping or Trailer Park Only	9.6%
Motel Only	7.8%
Other Combinations of 2 types	6.7%
Motel & Home of Friends/Relatives	6.3%
No Accommodation Reported	5.6%
Combination of 3 or more types	3.2%
Hotel & Motel	3.1%
Hotel & Home of Friends/Relatives	3.0%
Cottage/Cabin Only	2.9%

## Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,258.97 CDN
\$0 - \$299 CDN*	10.9%
\$300 - \$1,999 CDN*	43.9%
\$2,000 - \$7,999 CDN*	39.9%
\$8,000+ CDN*	5.4%

VISITOR SPENDING (USD \$)	
Avg Spending per Visit	\$1,258.47 US
\$0 - \$299 USD*	10.9%
\$300 - \$1,998 USD*	43.9%
\$1,999 - \$7,996 USD*	39.9%
\$7,997+ USD*	5.4%

\*Annualized Conversion rate for 2012: \$1 CDN = \$1.0004 USD

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$60.67 CDN

VISITOR SPENDING PER NIGHT (USD \$)	
Avg Spending per Night	\$60.65 USD