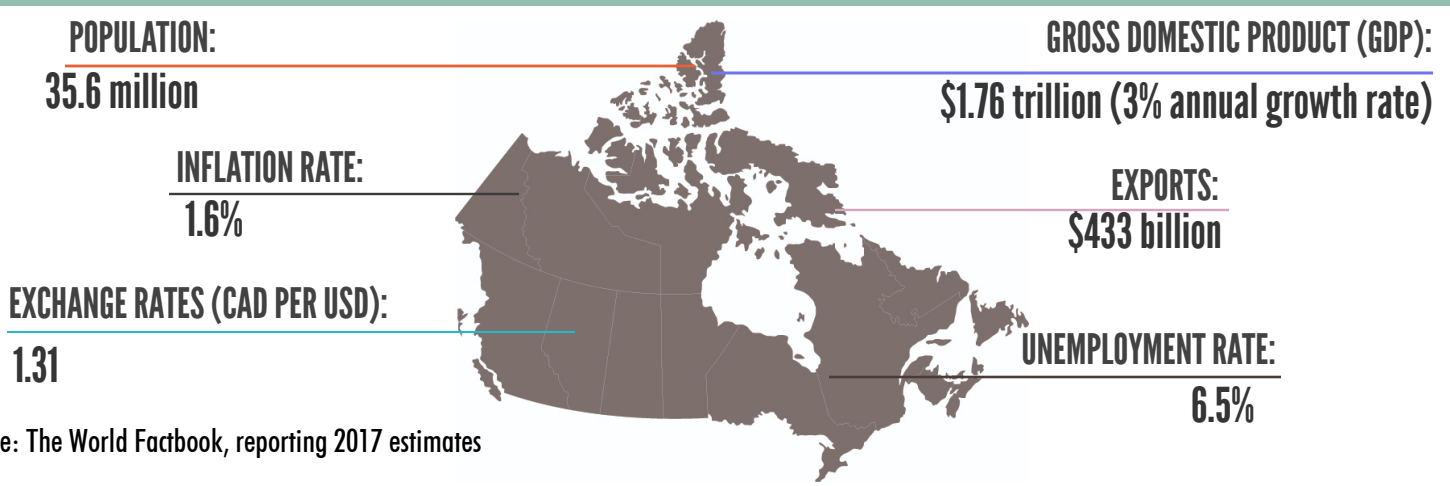


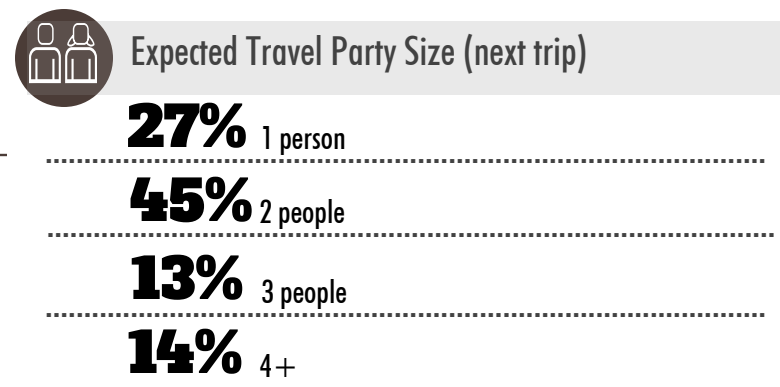
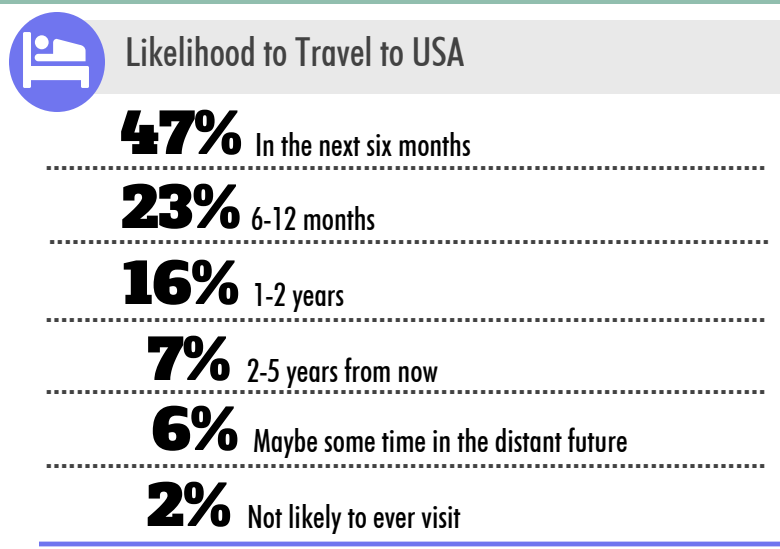
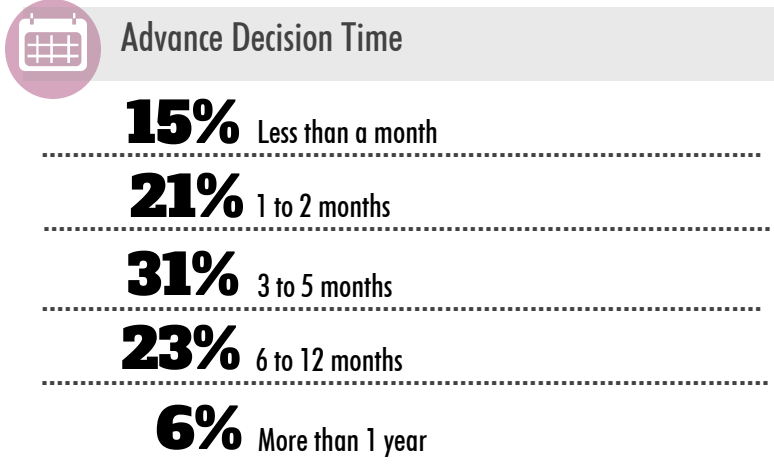
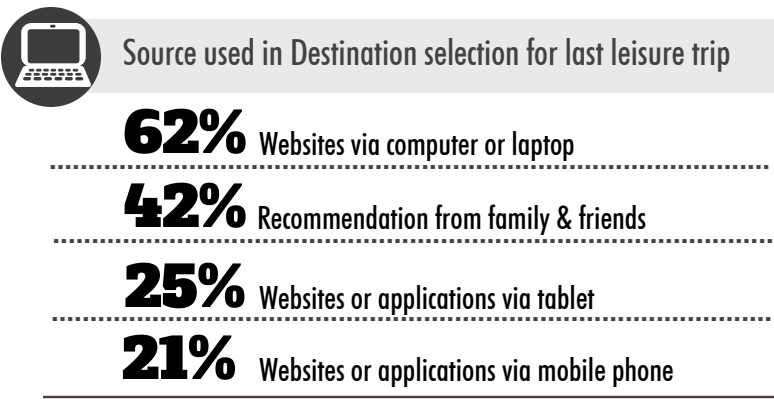
Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel related motivations and planning behavior and Canadian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

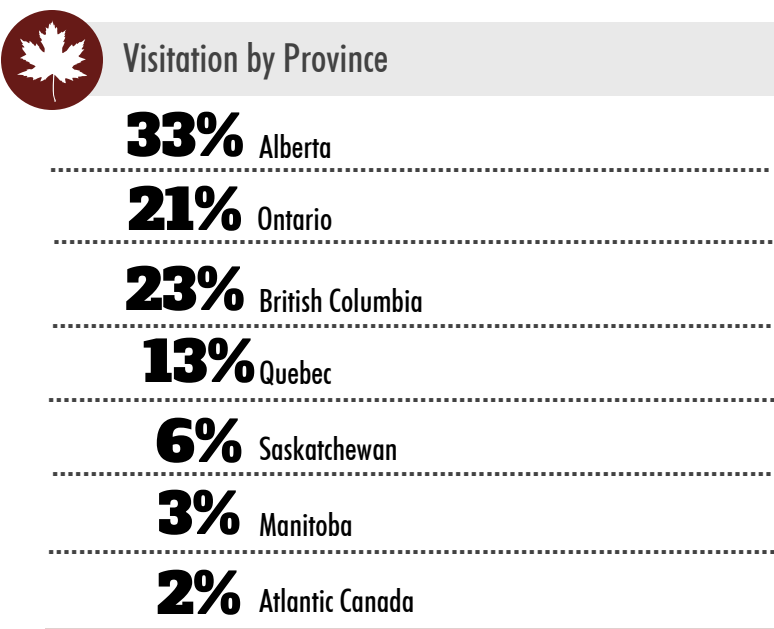
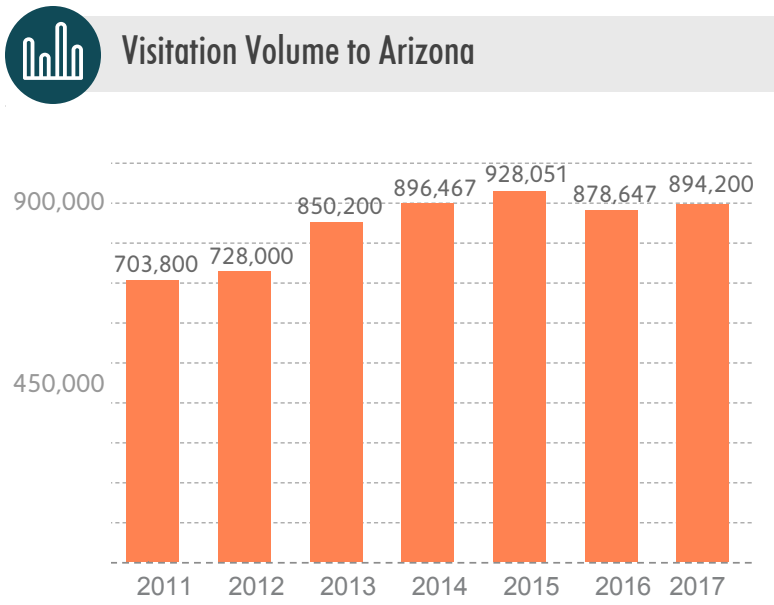


TRAVEL MOTIVATION AND PLANNING

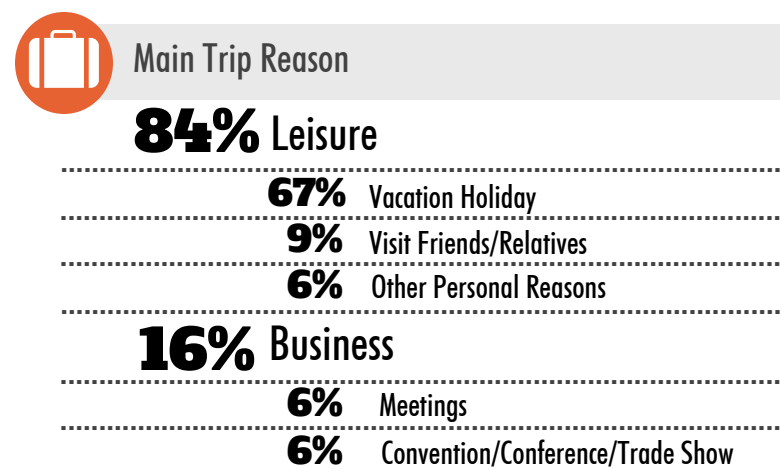
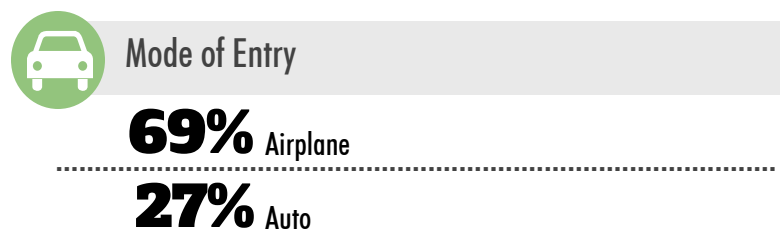
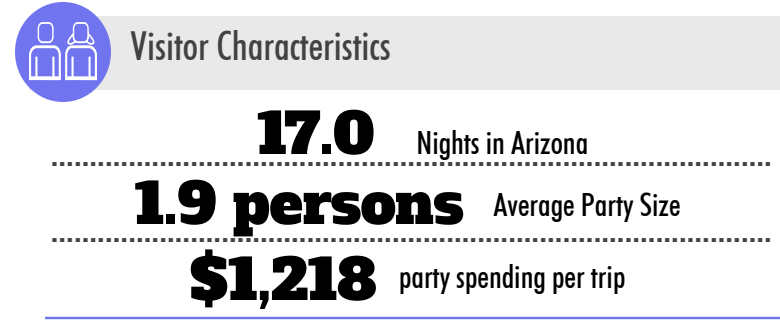


Source: Brand USA, reporting 2017 intercontinental traveler data

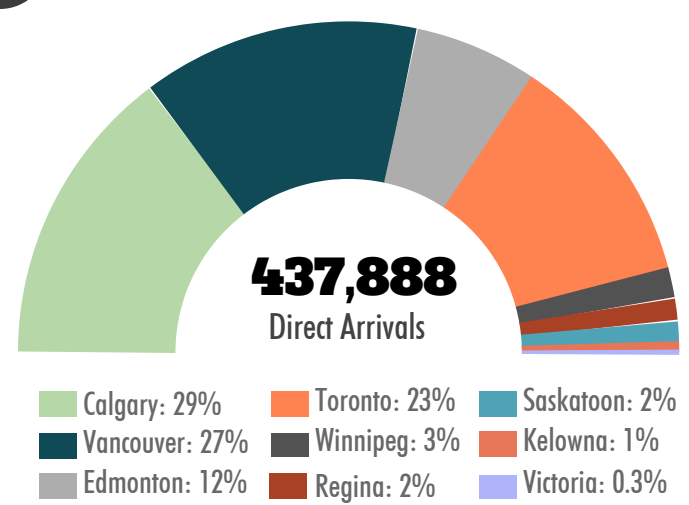
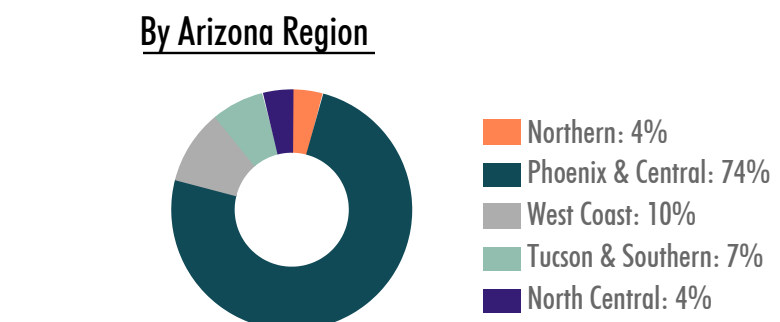
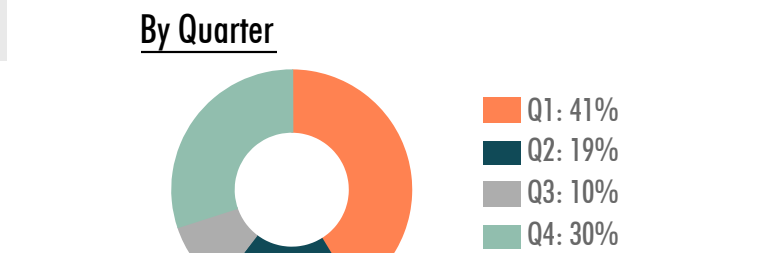
CANADIAN VISITATION TO ARIZONA



AZ Direct Arrivals from Canadian Cities



Visa Credit Card Travel Spending
Canadian Visa Card Spending ranked #1 in 2017 with 45% of total International Travel Spending in Arizona.



Source:
Tourism Economics, reporting 2011-2017 data
VisaVUE Travel, reporting 2017 data
Statistics Canada, 2016 data
The Conference Board of Canada, 2016 data