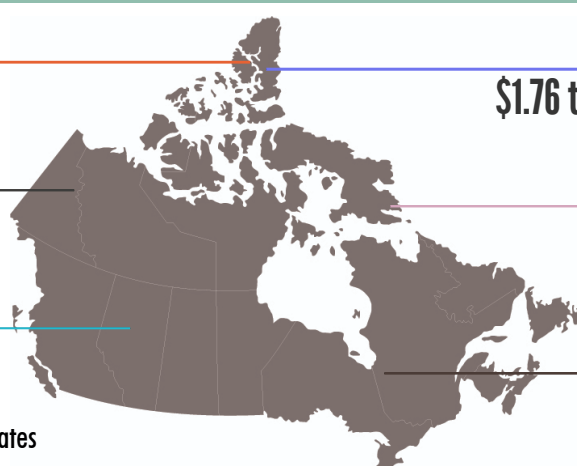


Canada Market Profile

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



POPULATION:
35.6 million

GROSS DOMESTIC PRODUCT (GDP):
\$1.76 trillion (3% annual growth rate)

INFLATION RATE:
1.6%

EXPORTS:
\$433 billion

EXCHANGE RATES (CAD PER USD):
1.31

UNEMPLOYMENT RATE:
6.5%

Source: The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

51% Beach/Seaside Attractions

50% Cultural/Historical Attractions

47% Local Lifestyle



Source used in Destination selection for last leisure trip

62% Websites via computer or laptop

42% Recommendation from family & friends

25% Websites or applications via tablet

21% Websites or applications via mobile phone



Advance Decision Time

15% Less than a month

21% 1 to 2 months

31% 3 to 5 months

23% 6 to 12 months

6% More than 1 year



Likelihood to Travel to USA

47% In the next six months

23% 6-12 months

16% 1-2 years

7% 2-5 years from now

6% Maybe some time in the distant future

2% Not likely to ever visit



Expected Travel Party Size (next trip)

27% 1 person

45% 2 people

13% 3 people

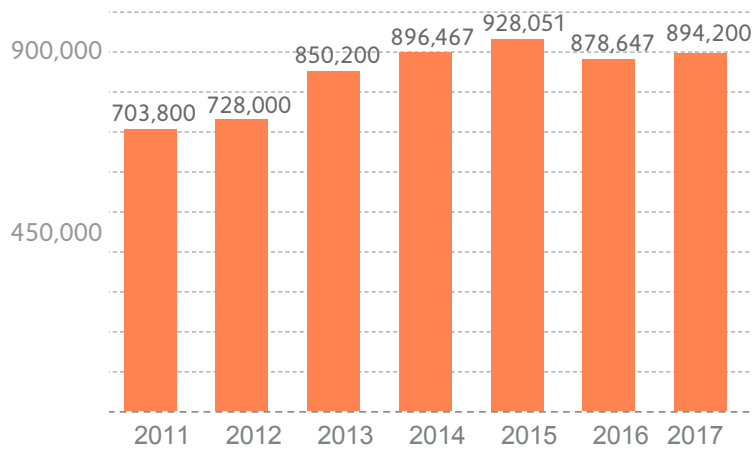
14% 4+

Source:
Brand USA, reporting 2017 intercontinental traveler data

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitation by Province

33% Alberta

21% Ontario

23% British Columbia

13% Quebec

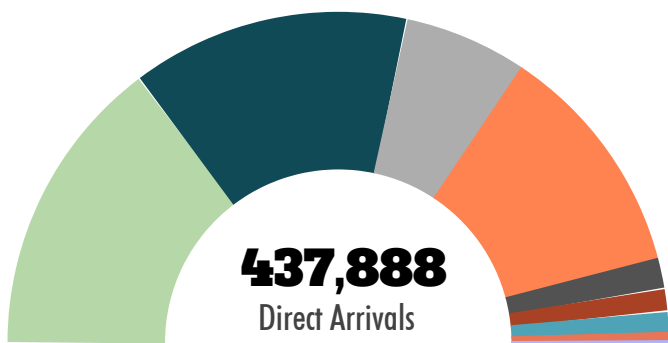
6% Saskatchewan

3% Manitoba

2% Atlantic Canada



AZ Direct Arrivals from Canadian Cities



Calgary: 29%	Toronto: 23%	Saskatoon: 2%
Vancouver: 27%	Winnipeg: 3%	Kelowna: 1%
Edmonton: 12%	Regina: 2%	Victoria: 0.3%

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



Visitor Characteristics

17.0 Nights in Arizona

1.9 persons Average Party Size

\$1,218 party spending per trip



Mode of Entry

69% Airplane

27% Auto



Main Trip Reason

84% Leisure

67% Vacation Holiday

9% Visit Friends/Relatives

6% Other Personal Reasons

16% Business

6% Meetings

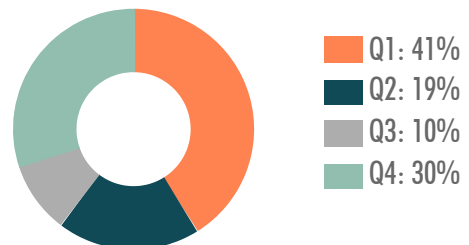
6% Convention/Conference/Trade Show



Visa Credit Card Travel Spending

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

By Quarter



By Arizona Region

