

2012 ALBERTA CANADIAN VISITORS TO ARIZONA

VISITATION VOLUME	
Total Visitors from Alberta Canada to Arizona	243,500

QUARTER OF TRAVEL	
1st Quarter	38.7%
2nd Quarter	30.3%
3rd Quarter	6.5%
4th Quarter	24.4%

Visitor Demographics:

GENDER	
Female	52.7%
Male	42.6%

AGE	
Children 0-19 years	7.0%
20 - 34 years	8.2%
35 - 54 years	30.6%
55 - 74 years	43.9%
75+ years	5.7%

PARTY COMPOSITION	
Avg Travel Party Size	2.0 persons
Traveling Alone	11.3%
2 Adults	56.4%
3+ Adults	17.0%
Adults and Children	10.5%

TRAVEL PARTY SIZE	
1 person	12.5%
2 persons	59.2%
3 persons	6.7%
4 persons	16.4%
5 - 9 persons	5.2%
10+ persons	0.0%

Trip Behavior:

LENGTH OF STAY	
Avg Visit Duration	23.8 nights
1 - 3 nights	15.7%
4 - 9 nights	50.2%
10 - 20 nights	12.7%
21+ nights	21.5%

MODE OF ENTRY	
Airplane	69.9%
Auto	23.9%
Via USA	6.1%
Other	0.1%

Source: Statistics Canada

Trip Behavior (continued):

MAIN TRIP REASON	
Holiday, Vacation	49.1%
Second Home, Cottage, Condo	25.7%
Visit Friends or Relatives	17.3%
Attend Events, Attractions	2.6%
Convention, Conference, Trade Show	1.9%
Meetings	1.8%
Other Work	1.0%
Educational Study	0.4%
Personal (Medical, Wedding, etc)	0.3%
Other	0.0%

ACCOMMODATIONS	
Home of Friend or Relatives Only	23.7%
Other Only	18.1%
Hotel Only	13.8%
Other Combinations of 2 types Reported	7.6%
No Accommodation Reported	7.5%
Camping or Trailer Park Only	7.3%
Motel & Home of Friends/Relatives	5.7%
Motel Only	3.9%
Hotel & Home of Friends/Relatives	3.9%
Cottage/Cabin Only	3.9%
Combination of 3 or more types	3.2%
Hotel & Motel	1.5%

Visitor Spending:

VISITOR SPENDING (CDN \$)	
Avg Spending per Visit	\$1,286.64 CDN
\$0 - \$299 CDN*	9.7%
\$300 - \$1,999 CDN*	47.4%
\$2,000 - \$7,999 CDN*	36.4%
\$8,000+ CDN*	6.5%

VISITOR SPENDING (USD \$)	
Avg Spending per Visit	\$1,286.13 USD
\$0 - \$299 USD*	9.7%
\$300 - \$1,998 USD*	47.4%
\$1,999 - \$7,996 USD*	36.4%
\$7,997+ USD*	6.5%

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

VISITOR SPENDING PER NIGHT (CDN \$)	
Avg Spending per Night	\$54.08 CDN

VISITOR SPENDING PER NIGHT (USD \$)	
Avg Spending per Night	\$54.06 USD